

THE

Industrial Journalism Number

QUILL

A MAGAZINE FOR JOURNALISTS



April, 1955

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Bylines in This Issue

ALTHOUGH his byline does not appear on any article, a key man in the production of this industrial journalism number of *THE QUILL* was **Charles J. Morse**, manager of publications for the Peoples Gas Light and Coke Company, Chicago. He acted as a coordinating editor of the specialized material.

Charlie, as he is known to industrial editors from coast to coast, has a wide reputation for his association work. He has been president of the Industrial Editors Association of Chicago and the International Council of Industrial Editors. During World War II he served as a \$1-a-year consultant to the U. S. Treasury Department.

Starting with a background of miscellaneous writing assignments in advertising and public relations within the Peoples Gas firm, he earned seventeen major awards of merit with his publication, *Gas News*, before receiving his present title.

Charlie, who has lectured at various universities on publication techniques, attended Northwestern University School of Commerce and the Medill School of Journalism. Still studying, he expects to receive his bachelor of laws degree in June.

NINETEEN years in industrial editorial work thoroughly qualify **Walter G. Beach** for his discussion of "Industrial Editors Can List Some Problems" (page 15). He joined the Humble Oil & Refining Co. in 1936 and for nine years worked as publicity assistant specializing in company publication work.

For the last ten years he has been supervisor of publications, managing the production of six company periodicals and a wide range of pamphlets and other editorial material for public information. His staff, including photographers, numbers twenty-three.

He was president of the Society of Associated Industrial Editors in 1948 and won that organization's first "Editor of the Year" award in 1953. He served as southwestern area vice president of the International Council of Industrial Editors in 1948 and in 1951, and as president of ICIE in 1952-53. He now edits *Reporting*, monthly magazine of the ICIE. In 1947 he won the Burton Bigelow Award in the SAIE annual publications contest and Humble publications have taken many prizes.

Beach, a native of Temple, Tex., received his Bachelor of Journalism degree from St. Edward's University



CHARLES J. MORSE

in Austin, Tex., in 1932. He returned as publicity director and instructor in journalism for two years and then became athletic publicity director at the University of Texas while doing graduate study there.

MANY years of experience as a copy writer on national advertising accounts before joining the Ford Motor Company in 1947 figure in the understanding of the place of industrial publications in the business world which highlights **C. H. Dykeman's** article, "Reward of the Pioneer Offered by 'Externals'" (page 10).

Dykeman, who is now editor-in-chief of Ford dealer publications, also has written free lance fiction for numerous magazines. During World War II he served with OWI and later with the Air Force as an intelligence officer.

In the over-all field of industrial publications, his development of tape-recorded critiques at the 1954 ICIE conference as part of a program designed to focus the attention of management on what leading magazines are accomplishing for business, has been widely acclaimed.

INDUSTRIAL editing, both internal and external, has its close resemblances to newspapering and to trade paper editing. But in the need of both types of industrial publication to serve a single company's interests, these resemblances can be misleading and as a result the industrial editor must develop some entirely different techniques of his own.

Garth A. Bentley describes some of these in "Industrial Editing Needs Its Own Techniques" (page 11). He writes with the experience of twenty-five years of industrial editing and from the vantage point of an author of textbooks on the field.

Attending Lake Forest College and Northwestern University in the mid-20s, he turned to industrial editing after several years of other magazine and personnel work. He is advertising manager and employee relations director of the Seng Company of Chicago and editor of its four publications.

He is the author of "How to Edit an Employee Publication" (1944) and "Editing the Company Publication" (1953), both published by Harpers. He was first president of the International Council of Industrial Editors.

CORPORATE journalism, a term that industrial editors much prefer over "house organ," had a wartime boom that extended into a post-war boom for somewhat different reasons. Now it is entering still another trend which may make for harder going but offers even bigger opportunities, says **Stewart J. Wolfe** in "Corporate Journalism Enters a New Era of Challenge and Reward" (page 7).

As president of the International Council of Industrial Editors, which extends to Great Britain and continental Europe, Wolfe is a fountain-head of trends in this field. He is now with the merchandising department of Hudson Motors division of American Motors Corporation as manager of the sales publication department.

A graduate of Purdue University, where he doubled in radio engineering and journalistic communications, he was a news editor of Station WBAA as an undergraduate as well as a show director, sportscaster, and sports editor and editor of the weekly *Lafayette (Ind.) Leader*.

After college he spent two years with the *United Press*, 1941-43, in Indianapolis. He later worked as a technical writer on planes for General Motors and edited the Parke, Davis & Company employee publication at Detroit before going with Hudson.

AS head of the Department of Technical Journalism at Oklahoma A. & M. College, **Clement E. Trout**, author of "Understanding of Business Backs Up Command of Communications Skills" (page 12) has spearheaded development of one of the few journalism education programs that emphasizes the specialized aspects of the field. Oklahoma A. & M. established one of the

first sequences in industrial editing.

During his years with Oklahoma A. & M., Professor Trout has been College and Agricultural Experiment Station editor and head of the publications department. He has been secretary of the Society of Associated Industrial Editors since the organization of that group on the A. & M. campus in 1938. He represented SAIE in the organization of the International Council of Industrial Editors, was chairman of the first constitutional committee and the first secretary of that group. He is now chairman of the advisory committee of past presidents and in charge of the ICIE records and reference library in Stillwater.

He also directs the one week short course for industrial editors offered at A. & M., the ninth session of which was held last month at Stillwater.

AMERICA'S corporations must have some excellent reasons for putting more than \$100,000,000 a year into both internal and external industrial publications. They have, and **John Earl Davis**, a former president of the International Council of Industrial Editors, lists some of the more important in "Why Corporations Publish Periodicals" (page 8).

A POSTMAN'S REMARK ADDED \$2000 TO MY INCOME

By a Wall Street Journal
Subscriber

I was chatting with the postman who delivers my mail. He remarked that two families on his route who get The Wall Street Journal had recently moved into bigger houses.

This started me thinking. I had heard that The Wall Street Journal helps people get ahead. "Is it really true?" I asked myself. "Can a newspaper help a man earn more money?"

Well, to make a long story short, I tried it and IT DID. Within a year I added \$2000 to my income.

This story is typical. The Journal is a wonderful aid to men making \$7000 to \$20,000 a year. It is valuable to the owner of a small business. It can be of priceless benefit to young men.

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Now editor of *Shell Progress*, marketing publication of the big oil company, Davis lives and works in New York City. He is a native of Bloomington, Ill., who was graduated in journalism at the University of Wisconsin and added a master's degree in English at the University of Michigan.

He has, like many industrial editors, been a newspaper reporter. He has also taught English, edited pulp magazines and free-lanced as a writer. He is a former president of the House Magazine Institute, New York, and at present a member of the executive committee of the ICIE.

From Quill Readers

Editor, The Quill:

How fortunate it is for the American language and for newspapers that few copy desks are held down by editors with ideas so restricted as those expressed by Donald J. Sorensen in "Do Jerry-Built Verbs Torrent From Staff?" (*THE QUILL*, February, 1955).

Any language has the function of communicating the ideas of those who use it. Every people is a changing people unless extinct. A language will change as long as people change. Latin is not called a "dead" language without reason. Mr. Sorensen apparently would immobilize our basic communication resource by keeping a sharp eye peeled on yesterday.

Not so most editors. They know a "made" word can often more powerfully and more colorfully convey a precise meaning. To say that a man "chaired" a meeting immediately presents a picture of a man in action which is actually the case if a chairman is doing his job. To say that a man "presided" carries (to me at least) an implication of a man restricting and holding back. That is true, of course, but it is done for a creative purpose, a purpose much more truly described by "chaired" than by "presided."

On page 9 of the same issue of *THE QUILL*, Arland Meade spoke of "guesstimating" which nine or ten papers are still being printed in Iraq. I defy you or anyone else to find a more concise, accurate or colorful way to convey the meaning Mr. Meade intended.

Certainly no editor should permit a lazy writer to get away with a coined word or phrase when what is intended to be said can be more accurately conveyed another way. By the same token, no editor should permit himself to be lazy by automatically blue-pencilling a word because it isn't in the dictionary.

Journalism is in the firing-line of the continuing effort to keep our language vital and growing. Mr. Sorensen, I respectfully submit that your copy editors aren't "just short of

pencils." I'll bet they're only using those pencils to imagine the new expressions which will be decried in 1984.

Dave Miller

Pittsburgh, Pa.

Editor, The Quill:

Donald J. Sorensen "fuddy-duddied" an article and "agented" it successfully to *THE QUILL*, as far as I'm concerned. ("Do Jerry-Built Verbs Torrent From Staff?"—February 1955.)

If more copyreaders like him attempt to "unstyle" the writing they see, we "writers" might as well "cowboy" out of the business.

Any writer "worth his salt," to quote Sorensen (oof!) who would try to make his article more interesting by using phrases as suggested: "He lived like a cowboy in Arizona," would be "lorgnetted" by the readers and "autopsied" by the profession.

But thanks to *THE QUILL* for having the guts to "agent" an article like this. Gives us, who plug holes in the roof with rejection slips, a new hope.

Jim Cowan

Waseca, Minn.

Editor, The Quill:

I want to commend *THE QUILL* and its contributors for helping me in a project completed last month. I was called upon to give an address and answer questions on "Ethics in News" before a church group. My collection of *THE QUILL* for the last five years furnished me with plenty of material, and I based my talk almost entirely on articles read in the magazine. Other material was gathered from personal experience.

The various Sigma Delta Chi Freedom of Information reports were valuable, and I wish the committee success in breaking down barriers to news. These articles offer a good base for gathering means to fight the bans on access to information.

Max Guttman

News editor, WDAY, Inc.
Fargo, N. D.

THE QUILL

A Magazine for Journalists
Founded 1912

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No. 4

The "House Organ" Grows Up

NEARLY twenty years ago, a printing concern in New York City decided to conduct a survey of "house organs." It was a fairly bold venture, since nobody had ever done it before and certainly nobody knew where to start.

Some of the findings have a special interest today. Back in 1928, the survey disclosed, there were some 575 house organs—or, as they are now known, industrial publications—in the United States. Most of these survived the market crash of '29 for a few months at least, but by 1933 there were only 280 left. Today, reliable records show more than 6,000 industrial publications.

Twenty years ago the lonely members of the industrial editing brotherhood met informally to discuss ways and means of trimming production costs and how to make a deeper dent in the mind of management. Today two large and progressive national associations—with dozens of affiliated local and sectional groups—are building a new science of employer-employee communication.

The critic who scoffs at the "house organ" as an instrument of sheer social gossip these days hasn't been listening to the tune lately. In addition, magazines for external consumption—to sales personnel, stockholders and customers—are becoming more numerous and a lot better.

Management associations are paying more attention to the broad art of communication. Schools of journalism have added company publication editing to the curriculum. The editor who once looked upon such a job simply as a stepping-stone to something better, now often finds himself building his career by remaining an editor.

SINCE the internal or employee type of industrial publication far outnumbers the external type, it is reasonable to look first in that direction. Although it would be heartening to record that the unusual growth of the employee publication has resulted purely from management's wholesome new interest in better employee relations, it isn't quite the fact. For the long strides made by the industrial editing craft in twenty years, the editors must credit the growth of unions with an assist.

This is no stark tragedy. For years many industrial managements cherished the view that the good employee was the uninformed employee. They assumed not only that the employee had no interest in the conduct of the

business, but that the employee had no particular right to know about the business.

All the time the employee was cloaked in his mantle of ignorance, his employer happily took for granted his devotion to the corporate cause. Some of these managements have now been fitted with new glasses, with the rose-tint gone from the lenses.

The modern publication for employees has point and purpose. It talks company business—not always to the final penny of income—but in terms of what's going on. The progressive management now acknowledges the natural, healthy interest of an employee in the concern for which he works.

The modern employee journal talks end product uses, so that the employee will understand and appreciate the final applications of his own work, and be able to identify himself more closely with it. It faces up to the problems of competition and the maintenance of quality.

The president's editorial, at one time the low item in the popularity polls, is climbing fast into reader favor. Once the chief executive shed the banal generalities, and pinned himself down to specific discussions of direct, personal interest to his em-

ployees, he began to build the loyalty he had always thought he had.

The good employee publication editor hasn't dropped out his columns of personal news. He has simply improved the quality. He insists that news items about personnel be news, not a rehash of shop chatter.

IF the internal or employee publication has moved forward, the external publication seems to have leaped forward. With management's sometimes exclusive attention on sales, the external publication has been favored by looser, expandable budgets. Today many of the externals stack up with the better general magazines.

The career industrial editor builds his job by building his responsibilities. No longer does he edit the magazine solely; he works on management newsletters, bulletin boards, the employee annual reports, handbooks.

The alumnus of the shipping room, once ordered to lay aside his hammer and stencil and assume the editorship of the company's "house organ," has long since gone. He has been replaced by the individual with greater professional competence. His goal is the achievement of true industrial harmony, and he isn't going to let the sun get in his eyes.

ROBERT NEWCOMB

Robert Newcomb of Chicago, guest editorial columnist in this special number of *The Quill*, is one of the successful man and wife team of Newcomb & Sammons, consultants on industrial publications.

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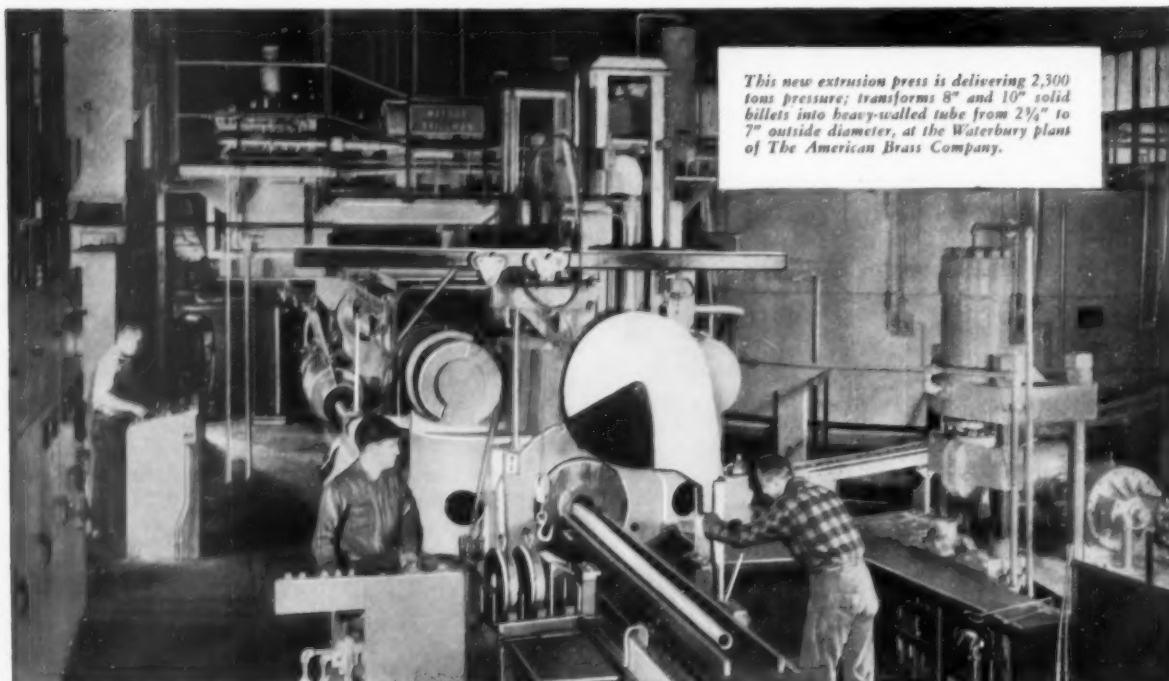
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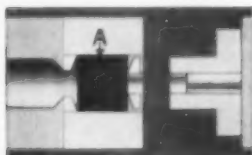
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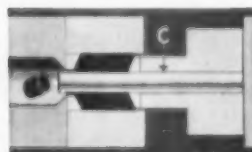
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Its destiny may be as a long-lived condenser tube, withstanding extreme temperatures or corrosive elements in steam power plants or oil refineries. Drawn to whisper-thin sizes, it may serve as the radio antenna on your car.

Or, it may end up at sea — as a heavy-duty salt water line.

To produce this talented tube in greater quantity, and in a broader range of sizes and alloys, The American Brass Company, an Anaconda subsidiary, has just installed three heavy-duty extrusion presses similar to the one shown above. With a double-action power of 2,300 tons, this mighty molder of metals typifies the "do-it-better" philosophy that underlies all of Anaconda's efforts to serve American industry.

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THE QUILL for April, 1955

Corporate Journalism Enters a New Era Of Challenge and Reward

By STEWART J. WOLFE

The president of the International Council of Industrial Editors traces the war and post-war rise of the company publication and cites trends that make it more important than ever.



Stewart J. Wolfe, the current president of the International Council of Industrial Editors, is manager of sales publications for Hudson Motors.

CORPORATE journalism at mid-century is beginning to create more opportunities than the newspaper field. This trend has only become visible since 1946. Today there are, in general, higher earnings, more possibilities and probably a greater challenge for industrial editors than those in any other phase of work involving the printed word.

Although so-called "house organs" did not originate until 1840, a gradual growth took place until by 1941 there were about 4,000 company publications. It was a field with very little co-ordination. There were not many organized groups of industrial editors as such, dedicated to stimulating the profession.

Today, there are almost 10,000 company publications. More than 6,500 are listed in directories. Some because of company policy prefer to remain unlisted, directed to a select group of individuals within the company or selling for that company. Others have circulations which would make major newspaper publishers green with envy.

The almost phenomenal growth in company publications was really started by World War II, yet the postwar trend has continued at an even more rapid pace. What caused this rise of an essentially different and unique phase of journalism?

Production was the key to World War II victory. To get production management had to communicate. Word of mouth and bulletin boards were prime methods of prewar com-

munication but such methods did not convey the proper sense of participation and recognition.

Hence management turned to the employee publication. However, the stumbling block here was manpower. There were not sufficient trained industrial editors.

One result was increase of a long felt need for industrial editors to meet together to improve the level of the profession. A meeting was called in Chicago in June of 1941 to draw up plans for a federation of industrial editors. On October 8 of 1941 a second meeting was held in conjunction with the annual meeting of the employee publications section of the National Safety Council. Thus was born the National Council of Industrial Editors.

Since that time the council has grown tremendously. By adding Canadian, West German and English associations, there are now over 3,260 members in some fifty-six associations and chapters in the United States, Canada and overseas. It is international in name and fact.

AS World War II years passed, the need for morale and the industrial publication helped bring the birth of some 2,000 war babies. These in turn required the services of an entirely new group of editors. Newspapers, at that time, were also in dire need of manpower. As a result, many editors were drafted from other parts of management and the results often showed in print.

Company publications stressed morale, printed stories and pictures of company personnel serving in the armed services. Often the publication carried an entire series of special material from Washington which added to the personal impact of the tie-in with employees.

Because of the need for secrecy, many of the projects undertaken by the company could not be publicized in the magazine. This left editors with a limited field for their imaginations. Many publications were such a hodge-podge of what not to do with the printed word that the old New York *Evening Graphic* would have been put to shame by the wonderful typographical innovations of clerks, who were now editors.

Yet there was a stratum of solid company publications, well established before the war, which accomplished an excellent job.

IT was natural that, with the end of the war, many managements came to the conclusion that the new era would see the end of the war-inspired company publications and the pseudo-editors could now go back to work not related to journalism.

Companies began dropping publications. At about the same time, unions began to make unusual demands. Management at first could only negotiate through the industrial relations department. A pressing need for getting the management story across completely eliminated the dropping of company publications and established a rising trend which shows no signs of slackening to this day.

But this was peacetime and management demanded more of editors. The clerks began to fade from the picture, replaced in part with a group of vigorous young editors who had graduated from journalism schools. But even these were ill prepared for the task ahead. They knew the essentials of reporting a story but management needed more.

The need was for communications in two directions. First, to employees, dealers, customers and salesmen.

(Turn to page 16)

Internal or external (and sometimes both), the industrial publications have very specific purposes. American management would hardly spend more than \$100,000,000 a year on them if there weren't good reasons

Why Corporations Publish Periodicals

By JOHN EARL DAVIS

WHEN management sets up a budget for a company periodical—call it an industrial publication, a house organ, or what you will—that management is properly motivated by either, or both, of two highly practical purposes:

1. An increase in the black-ink balance.

2. A decrease in the outlay for aspirin.

Management won't put it in those words, but the idea behind them is fundamental.

Ask any well-assorted group of industrial editors about the purposes of their publications, and you're likely to get dozens of answers—ranging from *promoting unity within the organization to helping our salesmen sell more of the product*. In most cases they will be well-reasoned, honest statements of purpose—but fragmentary, like a blind man's concept of an elephant. Most of them boil down to making-and-saving money for the company, or improving the company's relationships with the rest of the world—or a combination of the two.

John Earl Davis is editor of *Shell Progress*, oil company marketing publication, and past ICIE president.



Exception: if an industrial editor tells you that his purpose is to entertain the readers, you may raise a polite eyebrow. In this field entertainment is a technique, not a purpose.

Here is a very significant difference between the industrial publication on the one hand, and the daily newspaper or the popular newsstand magazine on the other. Joe Citizen may put down his nickel for the *Evening Banner* just to read the comics and the sports and the gossip columns, or his three or four nickels for a slick weekly just to read the fiction or skim over the pictures. In buying entertainment, as such, he increases the publisher's take whether he reads the serious stuff or not.

But the house publication is circulated for free; it does not sell advertising; it has no source of revenue in the commercial-publication sense.* Thus it has no business with entertainment, except as the entertainment contributes toward achieving the publication's fundamental objectives. Otherwise there would be no point in the expenditure of more than \$100,000,000 a year on such publications.

IN return for its publication dollar, management gets a medium of communication—a \$25 word in business and industry these days. So far, of course, nothing unique. Everybody's communicating, one way or another. But here's a distinction for you:

The daily newspaper and the general-circulation magazine, by and large, use a scatter-gun—something for everybody. But the company-sponsored periodical uses a rifle.

It is directed toward a specific, selective readership, comprising one or more of the publics that the company wants to reach: employees, stockholders, dealers, customers, and people considered "thought leaders."

In establishing communication with these various publics, the industrial publication has two proper functions: to *inform* and to *persuade*, on behalf

of the company that pays the bills.

These two functions are highly specialized, and they are joined in deathless wedlock. Management—and editors—are rapidly learning that you can't persuade without informing. And there is a rare sight of persuading to do in the pursuit of (1) more income at less cost; (2) assuagement of some painful management headaches. (In the last analysis, of course, these two also become one.)

Persuasion to what? Persuasion to thinking and action favorable to the company, its products, and a social-political-economic climate in which it can thrive.

Take the field of personnel and industrial relations. Management wants to persuade employees to certain points of view: that the company is a good company to work for; that its products are excellent, its policies sound, its cause just.

Management wants to persuade employees to certain lines of action: good work habits, reduction of waste, constant regard for safety, honest workmanship to protect the integrity of the product, and a readiness to speak well of the company wherever the employee happens to be.

So management invests in a mouthpiece known as the *internal* or *personnel* or *employee* publication. If it's good, it tells the employees the things they need to know and want to know about the company, its policies, its products, its manufacturing operations, its outlook for this year and the years to come.

IT may—and usually does—give them significant news of their fellow employees; achievements on the job and in their communities; important milestones in their lives, so far as these are interesting to large groups of readers. The theory is that news of this kind is good for employees' morale—and that high morale makes for productive workers.

Finally, the internal publication tells employees *why* good work habits, reduction of waste, regard for safety, and so on, are profitable both for the company and for the employees them-

* A very few industrial publications accept paid advertising, or make nominal charges for subscriptions; but the resulting income is probably not enough even to cover production costs.

BETTER LIVING

EMPLOYEE MAGAZINE OF
E. I. DU PONT DE NEMOURS & CO.

Chicago Street Scene

DEC. 3, 1934

See Page 1

generations

Industry exerts a profound influence on our way of life, yet few people know how a large company operates. Since steel is one of the main foundations of all industry, in the next few issues we are going to take a steel company apart, piece by piece, to see how it is run—the men, money, materials, machines and spirit that work together to make steel.

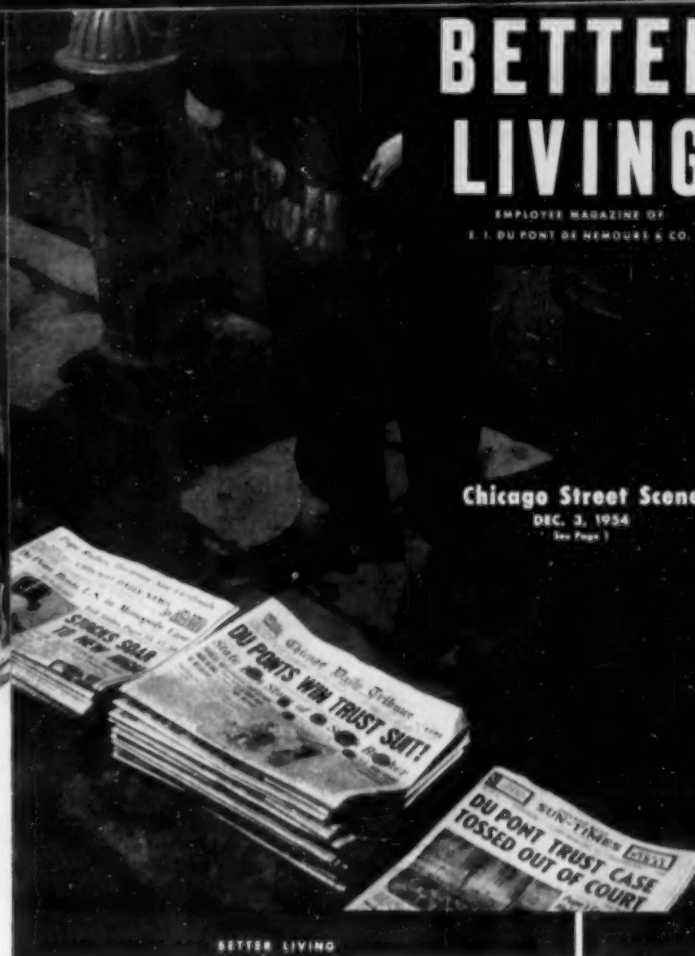
By James E. Payne

The like of it has never been seen before. There have been great surges of human achievement in the past, but none today have seen more new wonders in their lifetime than did all their ancestors combined.

Communication, travel, food, production, medicine, defense—nearly everything that is typical of the way we

live is new or has been improved in some basic way.

Today, because their physical strength has been multiplied by machines, men can literally move mountains. Electronic and mechanical computers solve problems which a man could not solve in a lifetime. The manufactured products, the factories which rapidly have become essential



A corporation magazine devoted to external selling, Steelways (left) hooks a better-standard-of-living story to the rising fortunes of three generations of a family whose working lives are rooted in the industry. Du Pont's employe magazine (right) devotes its cover and eight inside pages to the firm's vindication in court. The theme is that the company is living right. The implication is that it's a good firm to work for.

selves. This is the beginning—in fact, it is the essence—of persuasion.

Another kind of internal publication—more highly specialized, and potentially very useful—is the one directed specifically toward salesmen. Its functions are to keep them informed about the company's marketing policies and about products, and to stimulate and help them in selling and in working with dealers. Though it's an internal organ because of its circulation within the company, this publication is properly a function of marketing rather than of personnel.

Now look at marketing. Management wants to persuade customers and prospects that its products or services—or both—are ideally suited to their needs. It wants to persuade dealers to stock adequately, display attractively, sell effectively.

So management invests in an external mouthpiece—one that goes outside the company: in this case, a marketing publication. This publication tells what the product is; what it will do for the customer (often in terms of what it has done for other customers); how the company's serv-

ice makes the product more effective.

If it's directed toward dealers, the publication also tells them how to sell it, how to treat customers, how to run their places of business more profitably. Information first; then persuasion—buy, buy and sell, spread the word.

NOW looms another problem: public relations. This begins, naturally enough, with corporate behavior. H. S. M. Burns, president of the Shell Oil Company, says: "Public relations is living right and letting people know about it." The first half of that is up to management; the second half is the editor's baby.

Okay. Management wants to persuade all kinds of people to think well and speak well of the company—and of the industry, and of Industry itself—in the press, in the smoking car, in the schools . . . everywhere. It wants to persuade voters and lawmakers to reject unfriendly legislation. It wants to persuade regulatory agencies that the company is acting in the best public interest. It wants to persuade stockholders that their

money is being well and wisely used.

So management invests in another external mouthpiece—or adapts the personnel or (more rarely) the marketing publication to this further ramification of purpose.

In any event, the editor takes a bead on the targets indicated and lets loose with more information: about the company, the industry, the economic system; about how people associated with the company live and work; about how society is benefited by the products and the skills and the activities of the company.

This kind of publication may sometimes appear to go far afield from the fundamental purpose of all industrial publications; yet always there it is, at least implicitly: the theme that *the company is living right*. Telling about it may be direct or indirect; modest or plush; but telling about it is the number-one function.

And that goes for any category of industrial publication. If the company has a good story to tell, and if the editor tells it honestly and skillfully, the job of persuasion is half done.

(Turn to page 14)



C. H. Dykeman is editor-in-chief of Ford Company dealer publications.

It has been my observation that a great many individuals fail to realize what a properly edited magazine can do for a business organization. In this I include some of those who foot the bills.

In this article, I will confine myself to the field of industrial editing commonly called "external." This is the only field in which I have had any experience. It does not imply that I think any the less highly of the "internal" or employe publication.

By "external" magazines I mean those publications which are edited for dealers or their salesmen or the customer. Good examples of the consumer or customer publication include Ford Motor Company's *Ford Times* and *Lincoln-Mercury Times*, Chevrolet's *Friends*, and Buick's *Folks*.

Most of these magazines are familiar to you, no doubt, for their circulation in many instances rivals that of general magazines sold on the newsstands. These smartly edited, colorful magazines are frequently called "low pressure," or "long range," "goodwill builders" and usually are paid for by the dealers.

The interesting thing about these consumer magazines is that they are able, because of their tremendous circulation, to buy the work of top writers and illustrators and—more often than not—top editorial talent as well. Many of the salaries paid these editors equal those paid by the national magazines.

In these consumer magazines one finds a variety of editorial arrange-

There's more than gold to be found in some phases of the industrial publications field.

Reward of the Pioneer Offered by 'Externals'

By C. H. DYKEMAN

ments. Some are edited by a staff of editors who are a part of sales and advertising force. Others are placed under public relations. Still others may be set up under a separate editorial establishment outside the company. The very multiplicity of these arrangements suggests the confusion in management's idea of their function.

It would seem apparent that the best editing is done where there is the maximum amount of freedom in editorial direction. This assumes, of course, that the editor is thoroughly familiar with the management of his company and its major aims and objectives. After all, these magazines are supposed to win the consumer.

The consumer magazine is no newcomer. *Ford Times*, for example, was begun as a pocket-size magazine back in 1908. Although its format has changed a number of times, it still keeps rolling along.

A SECOND classification of "external" magazine is the one edited for the dealers and salesmen who sell the product.

These likewise are not new, but those in the crop which has sprung up since World War II are so completely different in concept, appearance and function that they bear little resemblance to their predecessors. It is unlikely that you may have seen many of these magazines, unless by chance, for the best of these are filled with such helpful information that the company gives them a "confidential" classification.

The editors of these new style dealer publications are themselves typical of the skillful editing being done on these magazines today. On the staff of one dealer magazine with which I am acquainted are three men with advertising agency backgrounds, one former public relations director, a layout man from a national magazine, a managing editor from one of the big national magazines, a couple of men with big city newspaper background, and a production specialist.

These dealer or salesmen magazines

require a very great knowledge of the affairs of the company management, as well as the marketing problems facing their sales and advertising people. This means that the editor must be mature, capable and able to command the respect of the executives with whom he must have continuous contact. This, it seems to me, is one of the most rewarding aspects of this kind of industrial editing.

Here are a few of the things such an editor must do if he is to turn out a respectable job of editing publications for the dealers and salesmen who handle the products of his company:

He must attend every sales meeting, not as a policy maker but as an intelligent observer.

He must be thoroughly familiar with the field sales organization and the men who direct it.

He must be in continual contact with dealers and salesmen in the field.

In addition to all these, an editor should know the manufacturing and engineering people as well as the stylists who work with advance product planning on tomorrow's products. He must know members of the legal department and what can and cannot be put in print over his company's name.

All of these responsibilities which I have indicated are desirable and highly necessary, yet today a very small percentage of American businesses grant an editor this consideration. As dealer-salesmen magazines prove their value—and they are proving it by showing the seller how to move millions of dollars worth of goods—these editors will become even more important men in industry.

I said at the outset that too few members of management really know what a skillfully edited magazine can do to keep their dealers on their toes, and show their salesmen how to sell—and I really mean *sell*—their product. The fault is as much the editor's as it is the fault of management.

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Employee publications may read like weekly newspapers and customer magazines parallel a trade paper. But such resemblances can be misleading. To serve one company's interests

Industrial Editing Needs Its Own Techniques

By GARTH BENTLEY

THE employee publication has often been compared to the country weekly and the external, or customer publication, to the trade paper. These comparisons are justified to a certain degree but beyond that there are differences which demand vastly different editorial techniques.

The country weekly and the employee paper both carry news of current interest to readers. But the latter has other functions which overshadow—at least in the eyes of the sponsoring company—its news function.

The employee paper must sell the company as a good place to work; it must enlist cooperation with management in obtaining more efficient production, reducing absenteeism, promoting safety and increasing employee pride in the company's product. It has become management's most effective means of communication with workers.

The trade paper and the company external publication have a common goal in informing and educating their readers. But the company-sponsored journal is published primarily to promote the special interests of one company and extend the market for its products or services.

Consequently, the industrial editor approaches his task with an entirely different viewpoint from that of the editor of a publication supported by subscriptions and the paid advertisements of many companies. The sponsored publication is judged by the results obtained through its editorial content—a situation which places a much greater burden on the shoulders of the editor.

To the uninitiated, the editor of a company publication is often regarded as a combination of tub-thumper, huckster, propagandist and apologist for business excesses. And it must be admitted that, in some instances, he is so regarded—and used—by the management that pays him. But in the vast majority of cases he is ful-

filling a legitimate business need.

An efficient editor, while he may employ some of the proven devices used by public relations, propaganda and advertising, must combine these techniques with the best editorial practices of the newspaper and the magazine. And where none of these supplies the answers, he has been forced to invent new techniques.

Where the publicity and the advertising campaign base their effectiveness upon the impact of each individual presentation, the influence of a company publication is directly proportional to the reader acceptance it has built up over a period of time.

Creating reader acceptance thus becomes the primary function of the industrial editor. He does not have to worry about distribution since his circulation is pre-determined. He knows that his readers have a basis of common interest (employment by the company—or distribution, use or potential need of its product or services). His editorial budget is provided by the company and is not dependent on the efforts of space salesmen.

But the industrial editor does face the problem of turning those who receive his publication into regular readers of it. He must establish the editorial integrity of his paper and gain sufficient reader confidence to assure each issue a fair hearing.

THE industrial editor courts readership in two ways. First, the appearance of the publication must be planned to invite closer examination, to arouse interest in its contents, to create the impression that here is something worth reading. Second, the content must be planned, written and edited to appeal to his special group of potential readers.

Some editors place heavy emphasis on appearance, using carefully planned covers, engaging professional help on page layouts, using interior color and lavish art-work. Large



Garth A. Bentley is advertising manager of the Seng Company of Chicago. He edits its four publications.

organizations, such as the automobile companies whose publications are sent to hundreds of thousands, produce company publications which compare favorably in appearance with any general magazine. As a rule, sponsored magazines directed to consumers, customers, independent distributors and prospects will place greater emphasis on appearance than one that goes only to employees.

The industrial editor knows that his publication must reflect credit on its sponsor. A sloppily produced issue would make much the same impression on a prospective customer as a salesman who called in a dirty shirt. So the editor devotes as much of his budget as he can to improving the appearance of each issue. And—if his budget is modest—he makes planning and ingenuity substitute for extra artwork. The following examples are typical of the special techniques used by the industrial editor.

Covers are planned to emphasize subjects of common interest to the readers, to arouse curiosity or to advertise subtly the business of the sponsor. It is not enough, for example, merely to show a product on the cover of a sales magazine. Instead, the editor selects a picture or drawing which shows the product in use.

Page layouts are planned not as works of art but as aids to readability. Headlines point up the importance of the story and the page arrangements are planned for easy reading. Type selection is made on the basis of legibility.

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As a training program develops from the experience of some successful editors in the field of industrial journalism, it becomes apparent that

An Understanding of Business Aids Command of Communications Skills

By CLEMENT E. TROUT

GENERAL agreement on the kind of training needed by industrial editors is crystallizing out of the experience of successful editors in the field. The International Council of Industrial Editors has outlined what it believes should be included in college training for the industrial field, and the colleges themselves have begun to adapt curricula to the needs expressed.

Following the concept of specialized journalism, this plan emphasizes a knowledge of business as usually included in college commerce courses and a feeling of belonging to the industrial community. The commerce background fits because most industrial publications are sponsored by business and industrial firms. Along with the background is included training in the usual journalism skills of news recognition, writing, editing, and production of publications.

There has been little direct training for industrial editing in the past. It has developed without formal preparation by the editors, and without recognized principles. Editors have established the principles for the successful publication largely by trial and error. However, industrial editing is based on specialized journalism in both training and practice.

Probably most industrial editors have had training in journalism, either formal, in school, or practical, on newspapers or magazines. They have found in many instances that this training and experience did not fit them to meet all the needs of their industrial responsibilities.

The difference was largely a matter of evaluation. The purpose, and therefore the material and the way it was presented, was different from that of the newspaper. For the newspaper, the criterion is largely what the reader will buy.

The approach of the capable industrial editor is that the organization has information for a certain audience which is of importance to both of them and needs to be communicated. As John B. Clark, director of



At Oklahoma A. & M., Prof. Clement E. Trout has pioneered classroom training in journalistic specialties.

industrial relations, Northrup Aircraft, Inc., Hawthorne, Calif., told the International Council of Industrial Editors in 1953:

Everybody who is a journalist, knows that the man who bites the dog is news. Everybody who is a good industrial journalist knows that the dog who bites the man is also news.

Our industrial journalist has learned that he, himself, must build the news. He has learned that just the very fact a man works for the company is news.

An industrial publication is rather an instrument for the specific use of the industrial organization which sponsors it and for the people who, one way or another, deal with that organization specifically.

College training, then, would include the usual journalistic skills of writing, editing, reporting, and production, with a supporting background in the field of commerce. Such

topics as economics, business organization and finance are fundamental.

The purpose is to give the individual factual information, an identity with the industry, and communications skills to use as tools in performing a service. Then a study of the purposes, values and methods used by industrial editors to achieve the functions of the "instrument" will synthesize the program. Other types of training, including self study, should work towards these ends.

The good industrial editor must identify himself with the industrial community and the people who compose it. He must be able to recognize that information about the company, the job, the industry which management wants his audience to have does have values for them. It is information which needs to be communicated for the benefit of both, but many editors trained as newspapermen find it difficult to recognize these values.

Most industrial editors have come into the field from one of two backgrounds. The greater number have had education and experience in newspaper work. They have the skills in writing, editing, production, probably layout and a knowledge of news values. They need to learn what an industrial publication is, what its purposes are, and how to achieve those purposes and the news values. Also, they must have a favorable attitude towards those purposes, the audience, and the information used in the publication. Some are able to make this adjustment; some are not.

THE other editors have worked in industry, probably the company for which they edit a publication, and know the people, the company, the need for communication and what to communicate, the importance of following company policy, and what that policy is. They must learn the skills of writing, editing, layout and production. Again, some learn these things and are successful; some do not.

The company needing an editor



Classes such as this one in layout and production, conducted at the Oklahoma A. & M. short course by Kenneth B. Butler, president, Wayside Press, have helped to point the way for the educational approach to industrial editing.

faces a number of problems. Often the responsibility for the publication falls on one person, so there is no one in the company to guide and train the editor. This makes it difficult for a person from either of the above groups to become an editor, and especially difficult for the employer.

The need is for training which will provide a sound start in the two phases of industrial editing. The usual journalism course gives such a background for newspaper work. As the newspaper's field of interest is the community, so the political and social aspects of community life are the fields which the newspaperman needs to understand. He considers the readers as citizens.

For the company publication, the editor needs to understand business and be in sympathy with its aims and activities. He must know and understand personnel relations, people as employees, and how they react and think in relation to their employment.

As his is often a one man job, the industrial editor must select the material to be reported, decide how to handle it, get the information and pictures, write, edit, and lay out the magazine or newspaper. He must also see the values in the information which the company wants the publication's readers to have, and the importance of management approval of the content. (Newspaper reporters and editors work under a similar obligation to the publisher.) The industrial editor must be able to work independently.

IT is evident that no college training or other preparation can give a person all the skills and knowledge needed. No two business organizations are alike and each industry must be learned. Vocabularies, interests, attitudes, relations differ. But a proper selection of work in college can give the person the basic knowledge in all of these fields so that it

is easier to go ahead alone on the job and learn what is necessary.

Clinics, workshops, short courses and some night courses have contributed a great deal to the training of editors in the specifics needed in industrial editing.

Some colleges, usually the schools or departments of journalism, have recently added courses in industrial editing. A recent survey of offerings, made by the education committee of the Society of Associated Industrial Editors, showed that most journalism school administrators believe preparation for industrial editing should differ from that for newspaper work.

Those saying the preparation should differ suggested that the emphasis should be on commerce, management, labor relations, public relations, advertising, and the journalistic skills of photography, typography, and magazine article writing. The basic techniques of journalism should be adapted to the different mediums

which serve different reading publics.

A few schools are offering degree sequences for industrial editing. These are the combination suggested in the survey. The college training, however, is largely preparatory and should be followed by some type of practice to give the individual experience in practical work and to develop individual responsibility. Newspaper experience is good if it is not so long that attitudes become fixed. Practical experience in some phase of business is excellent. Of course, experience as assistant on the staff of an industrial publication is best of all.

Training for industrial editing involves the basic principles of specialized or technical journalism as related to general, usually thought of as newspaper or popular magazine training. These ideas have long been discussed in journalism teaching circles with the specialized advocates reaching basic agreement on the needs, but others do not fully agree on the difference. The trend of the times is, however, bringing increased interest in, and awareness of, the fields of specialized journalism by everyone connected with journalism.

THE specialized journalism approach is that the techniques of writing, getting information and providing the form of presentation (layout and typography) are tools for accomplishing a specific purpose. Generally that purpose is transmitting information (in its widest connotation) about a specific field of knowledge or activity to a limited audience which has a direct interest in the field.

It involves one explanation of the difference between "publicity" and "news." Both are current, truthful, interesting information from the point of view of—for "publicity," one who desires others to be informed—for "news," one who desires to be informed. The specific fields of journalism provide "news" from the point of view of the audience but with the publicity idea of information which the institution wants them to have.

The International Council of Industrial Editors has approved the following basic principles for the college training in industrial editing. The principles had previously been approved by the Society of Associated Industrial Editors:

As most industrial magazines represent industry, business, or similarly organized institutions, industrial editing education should be based on a study of industry and business. This fits into the general business course in most schools of commerce. Skills

Why Corporations Publish Periodicals

(Continued from page 9)

This makes money for the company? That it does—in greater sales and lower costs of doing business—even though there may be no immediate or specific entries in the ledger to prove it.

Some industrial editors can spot you definite cases where they have made or saved money for their companies. One ran a story stressing the importance of wearing safety goggles, and found that in the next few months no one in the company suffered an eye injury through failure to wear them. What's more, goggles saved the sight of enough men to obviate \$59,000 in compensation claims.

Many industrial editors can't pinpoint their gains that easily. Industrial publications build readership and build attitudes over long periods; and as results come they are due partly to the publications, partly to other selling efforts. But a big-company vice president said once, "If they told me to get rid of our marketing publication, I'd answer with a

demand for several hundred more salesmen."

Achieving management's purpose is a job for experts. This essay is not the place to talk about techniques but there's one thing worth setting in 60 point Franklin Gothic, heavily leaded:

The first-rate industrial editor gets and holds and convinces readers by the same skills that go to make first-rate newspapers and general circulation magazines. Good planning; good reporting; good writing (with a sharp eye on his audience-target); good art; good design.

If he differs from other journalists, it's in the fact that he is usually required to double as legman, rewrite man, feature writer, copy reader, art editor, production manager, proof-reader, trouble-shooter, correspondent, free-lance ambassador . . . and, often, staff photographer.

And that one other difference: his job is to make money for the firm with a publication that never produces a cent of revenue.

in news writing and reporting, feature writing, editing, typography, photography, and magazine production fit in with the usual offerings of a journalism school or department. General requirements will include basic studies in English, economics, accounting, geography, sociology, psychology, history, political science, speech, and general business courses with selections from sales, personnel management and applied psychology.

Journalism courses will in general meet the skill requirements, while courses in economics, business administration, psychology, sociology, and industrial engineering, along with advanced courses in the fields required in the freshman and sophomore work will meet the general educational background.

Basic skills essential in industrial editing include reporting, news writing, feature writing, interpretative writing, picture selection and treatment, layout, type, ornamentation, photography and other mechanical features, graphic presentation, and a general knowledge of all production processes. Also needed is a knowledge of public relations and basic use of

language. Emphasis on interpretative reporting is essential.

General knowledge or education to furnish understanding and ability to interpret the fields with which the editor may come in contact, should include basic and advanced work so far as possible in economics, sociology, business organization, salesmanship, marketing, psychology, labor history, laws and development, business law, accounting, communication, and semantics.

Interpretative reporting, or what is sometimes called "subjective writing," must be emphasized and thorough training in it included. . . . Specialized study of industrial magazines should be included in the advanced work, probably in the senior year.

Training for industrial editing then includes first an understanding of industry and a favorable attitude towards its activities. Then command of skills in communications through the printed page. College or other types of study of commerce courses and journalism skills linked with experience to learn how to use the knowledge seems to be the most favored program.

Industrial Journalists Can List Some Problems

Stature, recognition, compensation, freedom of expression, help, and budgets all figure in the headaches that crop up throughout the field.

By WALTER G. BEACH

FRUSTRATIONS and vexations may be fewer and less formidable in some areas of the broad field of journalism than in others, but I know of none in which you can escape them completely. Writing and editing are hard work, exacting work. For that reason each specialized area of the profession has its peculiar problems.

Industrial journalism is no exception. It is a new area and therefore is suffering growing pains. Many of its problems are real; some are imagined. Here are the leading ones we have picked up from close association with writers and editors over the years and from a recent mail survey:

(1) *The profession lacks stature, recognition;* (2) *compensation is not what it should be;* (3) *there isn't enough freedom of expression (too much management direction);* (4) *story approvals are too difficult;* (5) *generally the editor doesn't have enough help;* (6) *budgets are uncertain, often inadequate.*

The clamor for stature has both a psychological and an economic basis. One segment of industrial journalists complains: "Nobody in my organization pays any attention to my ideas"; another group announces: "I'm looking for anything that pays better. My company won't pay any more."

The striving for stature may be hard for newspaper, trade, and general magazine writers and editors to understand. They compete with a large number of people, and recognition comes their way then they stick their heads up. Not so with the industrial editor; he's a lone wolf. Sixty per cent of those answering the 1952 International Council of Industrial Editors survey said theirs is a one-man job.

What this rather typical industrial editor produces, then, is his work. He is the publication in three out of five cases. He is planner, writer, photographer, layout man, proofreader, editor. He feels the job he does requires

many skills; he feels it is important. Naturally, he wants recognition. He craves to be taken a little closer into the management picture so that he can do a better job of reporting and interpreting the management story.

Perhaps one of the underlying reasons that recognition is not coming to many as fast as they want it is summed up in the word *youth*—youth in years of the people in the profession, and youth on the job. The ICIE survey revealed that 25 per cent of the nation's industrial editors in 1952 were under 30; another 21 per cent were under 35. And, 75 per cent of them, regardless of age, had had less than five years experience as editors of their publications.

The average industrial editor, then, is a novice in a new profession, but he is impatient to make his mark. This may be a blessing—it shows drive and ambition. But ambition alone is a hollow virtue, unless stabilized by experience and age, and the patience to let the quality and significance of performance sink in on those who are in a position to give the desired recognition and pay.

ACTUALLY, industrial journalism commands respectable pay. Survey figures (which probably should be upped 10-15 per cent because of upward revisions since mid-1952 when the questionnaires were completed) show that 82 per cent of all U. S. industrial editors make \$300 a month or more. Within that group more than 25 per cent earn above \$500 a month. About 10 per cent are in the \$10,000-a-year and up class.

Members of the editorial staff do not fare quite so well, but here, too, about 50 per cent are in the \$300-a-month and up class. In many of the larger, communications-conscious companies these averages are outstripped.

The same applies on the subject of recognition. Many fine examples of recognition come to mind:



Walter G. Beach supervises Humble Oil & Refining Company publications and edits the ICIE's Reporting.

James L. Turrentine edited the publication for Pitney-Bowes, Inc., for some years, but two years ago he became assistant to the president of the company.

The same fine recognition came to John Jones of Weirton Steel Company last year.

My own boss, G. A. Mabry, started my company's first publication about twenty-five years ago. Today, he is advertising and public relations manager, with a staff of seventy people.

A large number of editors whom I've known over the last ten years have moved on up to director of communications, supervisor of publications, manager of public relations, manager of advertising. A smaller number have become vice presidents and presidents of their companies.

Such evidence of recognition could be continued, but perhaps it is enough to say that the industrial editor's chair is a desirable one. If he is alert, the editor is in the best spot I know for seeing the big picture. He has a chance to know his whole company.

What I'm trying to say has been said best by Nicholas Samstag, *Time* magazine executive. These were his words before the ICIE Conference in Detroit in May, 1954: "It is almost universally true that over the head of any writer who is also an employee there is an income ceiling. He cannot raise his salary above that ceiling unless he becomes less a writer and more a something else."

"There are rare exceptions to this

rule, but they are so rare that I am not going to discuss them. Neither do I intend to go into the question of whether this tendency to *start paying a writer real money when he becomes less a writer is, in the long run, to the advantage of the publishing houses and advertisers who practice it. I assure you that it is a practice.*"

In addition to the clamor for recognition and pay there are other problems peculiar to industrial journalism. A leading one is the feeling that when you write or edit with a group of executives looking over your shoulder your self-expression is stifled.

Perhaps editorial people of a certain psychological complexion find it hard to submit to the direction of executives, scientists, lawyers, and other corporate employees not trained in writing and editing. Many editors and writers I know find it no more difficult than other adjustments in life. And does it differ very much from the same problem in other fields of journalism?

Doesn't the newspaper writer submit his copy to an exacting city editor who whacks it and shapes it to fit the publisher's policies? And isn't the city editor himself subject to a call on the carpet?

To be sure, the industrial writer/editor has to make one decision early in his career: that he is not writing or editing as Bill Jones, but as an instrument of his company. His mind is the fountainhead of the voice of his organization. Not only his well-being and future, but that of his company and his industry may hinge importantly on how he puts into words the things his company stands for.

IT is obvious to me, after almost twenty years in industrial journalism, that the guiding executives of a business organization—the men responsible to employees, stockholders, and the public—*must* have a strong voice in how ideas are transmitted to these audiences. Because of this essentially close relationship, industrial editors and writers are becoming more and more a part of industrial management. And because they are succeeding, the problem of editorial restraint from upper levels of management is diminishing. Toward this end certain techniques have been developed in recent years.

Editors are showing what I choose to call "tempered boldness." They are doing educational work with management people. They are pointing out the techniques and styles of popular national magazines which executives read and enjoy; they are acquainting

management people with copy testing methods developed by such researchers as Flesch and Gunning; they are conducting or buying readership surveys.

I know I will be eternally grateful to executives in my company for the help they have given in correcting and changing manuscripts. I would probably wake up many a night in a cold sweat if I felt I would be held personally responsible for the complete accuracy and appropriateness of perhaps a million words a year published in our six magazines and papers, and in special booklets. Hence, I feel that management approval of material for industrial publications is as essential a part of the publication as writing and editing.

It is on this end that another special problem arises. "How can I do a good job for my company if I don't have the money for art and color like some of you fellows with big budgets?" I hear editors ask.

Money to spend helps, to be sure, but a large budget doesn't make basic ideas any better; doesn't improve an editor's thinking or his style of writing; doesn't make employees much more responsive to his story.

Since it is the end product by which

the editor is usually judged, there is a tendency to feel that publication quality and size of budget go hand in hand. This is a false norm. High budget publications may well be off target; and low budget publications often accomplish great things.

But there are still editors who feel they are overworked. They produce the industrial publication on a part-time basis, doing other editorial work or special assignments in addition. Doubtless, there are cases where industrial journalists are overworked. But I would venture the prediction there are equally as many who say they are overworked because they are not alert to the possibilities inherent in such "overworking."

Only the industrial editor who wants to spend the rest of his life in the same chair shrugs off plus assignments. The man or woman who wants to grow welcomes the chance to write executive speeches, to produce handbooks, brochures, pamphlets; to handle press releases, consult on the company's annual report, and to ghost a gardening article for the plant superintendent's wife, if called upon.

Of such stuff tomorrow's communications directors, public relations and advertising managers are made.

Corporate Journalism Enters a New Era

(Continued from page 7)

Second, upward from editor to management. Thus it was that local groups of editors came together in places like New York, Chicago, Detroit and other cities over the United States and Canada to learn more about each other and about techniques.

Awards competition sponsored by the International Council of Industrial Editors became almost an accurate index of the growth of company publications. Each year the awards grew more important until today an evaluation is given to each editor who enters. Thus an editor is given an index of his progress over the preceding year.

Annual conferences were part of the council's yearly activities. As more industrial editors attended these conferences, the early emphasis on typography and layout began to fade. Communication techniques were becoming more important as salaries and responsibilities grew.

NO longer was it possible for newspaper training alone to be sufficient qualification for the post of in-

dustrial editor. The editor was learning and becoming indoctrinated with the management concept. He was taking a more important part in the planning of company communications.

The emphasis continued on the employee publication. But now there was a demand that the publication impart knowledge of company operations to the employees. More and more editors had to become acquainted with every phase of the over-all planning of the company.

As industrial editing grew, a desire for recognition among its practitioners made very unpopular the term "house organ." Industrial editors began to use the terms "company publication" and "corporate journalism."

Only the advertising profession, representing the growth of this newer type of communication, continued to use the term "house organ." Today, house organ is used by printers and engravers who little realize what they are doing is deprecating and alienating people with whom they must do business.

A survey made in 1951 revealed that

the median age of industrial editors was about 36 and salaries averaged better than \$400 a month. Since that time salaries have taken a leap upward and a new survey now being undertaken by the international council will reveal some surprising figures. Some salaries are in the \$25,000 a year bracket as of this writing.

The 1951 survey also revealed that 20 per cent of industrial editors had risen to higher posts in the company. There was an average readership of four persons per copy. Projected this gave a total circulation of more than seventy million readers. Today total readership is much higher.

Some 42 per cent of the editors who answered the 1951 survey revealed that their previous training was in news writing, advertising or public relations.

In 1952 another significant turn of events began to take place. The lush period of the post-World War II and the Korean war came to an end. A period of intense competition in business made budget cuts in many company publications an order of the day.

The race for sales began to stiffen and thus the external publication also began to take on more importance. This was the publication destined for the dealer, the salesman, the dis-

tributor or customer. They were the people carrying the selling burden.

It was true many publications reaching customers had been known for years. Chevrolet's *Friends* with its huge 2,500,000 readers, *Ford Times* with almost 2,000,000 and other giants of the external field were in the limelight. As employee publication budgets were cut, sales publication budgets were expanded and the call went out for competent editors in this field.

Because the emphasis had been on the industrial relations department and the employee publication editor, there was again a shortage of competent men. Primarily, the industrial editor had to be a salesman if he was to edit publications informing others how to sell. A reorganization of thinking was needed.

THE International Council of Industrial Editors is not only keeping apace with the trend but ahead of it. This year for the first time there will be published a booklet which will give many case histories of how company publications make a profit for the company. This documentary evidence will help to further solidify the status of industrial editors.

Another booklet scheduled soon is a text on the legal responsibilities of

company publications. An external publication committee is concerned with keeping up with the latest trends in the field for members' benefit.

Another committee is charged with the responsibility of aiding companies to establish new publications, thus creating more jobs for industrial editors. The council publishes the monthly *Reporting* magazine which keeps editors posted on developments in industrial editing.

The coming trend is an expansion of editor's responsibilities. An industrial editor in the future will be expected to be able to correlate all forms of communication within the company. Some of his duties will be closely akin to the public relations and selling activities of the company.

That there are tremendous opportunities in the field is now shown by the number of universities that are adding courses in the subject to their journalism studies. But nothing will take the place of practical experience and the novice should be well prepared to take on many responsibilities that are not in the scope of newspaper journalism. The big trend in journalism today is in corporate communications and the time to look at this profession with a new view is now!

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Reward of the Pioneer Offered by 'Externals'

(Continued from page 10)

Too many editors look upon industrial editing as a stop-gap until they can land a better job within the company. Some of them, to judge by their magazine copy, think of themselves as publicity men. A few have graduated to higher-paying jobs as assistant to an executive. To me, this shows a failure to realize full stature as an industrial editor.

HERE is what a dealer publication can do for the people who merchandise the company's products:

It can show dealers how to manage their business.

It can inform them of new techniques in sales management and sales promotion.

It can help their salesmen to know the product better and sell it more intelligently.

It can keep dealers sold on the company and its policies by keeping them fully informed.

These are not theoretical. Many dealer magazines today are doing just these things. And they have results to show for the investment their company makes in the budget that pays for their publication.

Some dealer "external" magazines have grown to be so accepted and necessary a part of dealer operation that they are looked upon as one of the company's most important expenditures. This is because these skillfully edited publications never appear to sell; instead they serve the dealer by providing him with new ideas, new techniques successfully used by other dealers.

The chief reason why this new kind of dealer publication is so successful is that it is a direct link between factory and dealer. In this day of larger and larger organizations, with necessary and important field organizations, this link can be vitally important. The editor with skill, courage

and persistence can so win the respect and trust of a dealer organization that he actually becomes a key executive in his organization. What he puts in print can actually be the chief medium for informing the dealer organization of company policy. This, as you can realize, is pretty potent stuff.

Now I have gone into this rather lengthy explanation of just how a dealer publication is edited to lead up to the subject of rewards.

A few business organizations today are paying their editors very good salaries. Some do not pay very well.

However, I believe that business is going to pay bigger and bigger salaries to its publications editors, particularly those editors in the dealer publication field. This will be true because these skilled craftsmen are now showing results in such amazing degree as to warrant competitive bidding for their services.

A major reward in industrial editing is the satisfaction one derives from pioneering a completely new field. Consumer magazines are gaining such popularity that people who have bought a product often specify a subscription to the company magazine when signing the order.

To anyone with an interest in sales promotion or advertising, television, radio or journalism, the field of writing for dealer publications is an intriguing one. He has the challenge of winning the confidence and respect of dealers and salesmen—which he can do with honest reporting and

"how to do it" information. He has the pleasure of earning the respect of major executives—as he "sells the seller."

If I seem to place too great emphasis on the role of external magazines, remember that several factors are combining to make them potent factors in influencing first dealers and salesmen and finally the consumer.

So great is the gratitude of the consumer for a quiet, sensible and low-voiced approach to his pocketbook that he may even volunteer to pay for a consumer advertising piece in the form of a magazine. One direct mail piece I know which is cast in the form of a small pocket size magazine has such acceptance that people send change of address cards for it when they move. Both these magazines are company-published and fall into the category of external magazines.

Both consumer and dealer publications offer an editor travel, a chance to work with top executives and their dealer organizations. But nothing is so rewarding as the sense of accomplishment which comes to the editor who is pioneering in this new field. With industry growing more and more aware of its own shortcomings in communications, within as well as without the company, the job of the well-edited dealer publication grows more important each year.

And with the oversold consumer grateful for a chance to read about a product as a part of the material in an unpretentious little magazine, the editor of a consumer external publication grows even more necessary to all business concerns.

With both consumer and the sellers cheering for him, how can an editor fail to feel he's got the most important job in industry's newest profession.

Industrial Editing Needs Its Own Techniques

(Continued from page 11)

Illustrations are selected to supplement and clarify the article they accompany; they are seldom used as ends in themselves. Some of the largest publications are primarily picture magazines, following the format of *Life* and *Look*, but even these select pictures which have a close tie-up with the purpose of the publication.

A movie or television star—no matter how prominent (or how daring her costume)—is not apt to appear in a company publication unless she

happens to be a feature performer on a program which the firm sponsors, or unless she is shown using the company's product.

Children and pets—time-honored human interest subjects for the newspaper or general magazine—do not appear in the employee publication unless the kitten is the mascot of an award-winning production team or the baby is the offspring of an employee (even then the tot may not

(Turn to page 20)

NO MORE REJECTION SLIPS

A nationally famous author has revealed in the most sensational book ever offered to the writing profession how you can obtain sure-fire, high-paying assignments based on your own writing skill. This unusual work, "THE GHOSTWRITERS HANDBOOK," tells you how to obtain positive assignments in many fields where writing skill is appreciated, needed, and awarded. The author writes from personal experience. Price, \$3.00. Sent COD. If desired, but additional charges of 50 cents are added.

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Oil and Man's Quest for Freedom

By COURTNEY C. BROWN, Ph. D.
Dean, Graduate School of Business,
Columbia University

Over the centuries man's efforts to live better and, at the same time, enjoy more leisure, have been part of his quest for freedom to develop culturally and politically. In earlier years the few in power usually secured this freedom and leisure by enslaving the many. As time has gone by, alternative means of supplying energy for man's work, more compatible with human freedom, have been developed.

Wind, animals, wood, water, coal, natural gas and petroleum have supplied the power to make our modern way of life possible. The petroleum industry is entitled to a proud place in this progression of sources of energy. In the last half century its contribution to energizing the world's work, and making it more mobile, has been spectacular.

America's oil industry, with its companies large and small, with

its local, state, national and international operations, with its geologists, engineers, financiers and marketers, is a striking example of free men voluntarily contributing their talents and efforts to a socially useful purpose.

The ingenuity, courage and adaptability of the industry is made possible by its voluntary nature. Those who are in the industry are there because they like it. They like the opportunity to be right or wrong, to compete with their fellows, to try new ways of doing things. And, of course, they like the just rewards a man can earn in the oil business.

Out of the restless and insistent stirring that characterizes the petroleum industry has come more

than crude oil and its products. Many advanced methods of business administration have had their experimental start and later development in the oil companies. The development of workable, competitive relationships among large and small companies within the industry has been a daily task. Questions of national interest on conservation of our natural resources have generally been answered successfully within the oil industry. In its operations abroad, lessons have been learned of commercial and industrial diplomacy to complement our nation's political diplomacy.

As a supplier of essential energy, the petroleum industry has proved itself in the past and present . . . and promises an expanding future. As an energizer of men's thoughts and a contributor to freedom, it will continue to play an increasingly important role.

This is one of a series of reports by outstanding Americans on the U.S. oil industry.

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Advertisement

From where I sit by Joe Marsh

Uses His Head, Saves His Feet

Nobody around here can remember when Pop Turner wasn't our town's postman. He must have been toting that big, heavy mailsack since Pony Express days.

That's why it's sometimes a shock to see him these days pulling his mail-bag around in what they call a "caddy cart"—a sort of light wagon that golfers use so they don't have to carry their clubs.

"Folks sometimes holler 'fore' at me and ask me how my game is," Pop reports, "but I'm not ashamed to learn something new. Just wish I'd thought about these golf gadgets years ago!"

From where I sit, it's good to see someone come up with a new wrinkle—keeps us from feeling too regimented. For instance, perhaps you've always felt that hot milk is the only thing to drink at bedtime. Then someday you meet a fellow who prefers a cold glass of beer. Well, that's his choice—and certainly he's entitled to it. We can't expect everyone to follow our old habits to the "letter."

Joe Marsh

(Continued from page 18)

make the grade unless he has two heads).

It is in the selection and editing of the contents of the publication where special techniques are most essential. Here the editor must be constantly aware of the basic purposes of his publication and his effectiveness depends on his skill in selecting and slanting his copy to achieve these purposes without sacrificing reader interest. He must constantly look for points where the interests of his company and his readers coincide.

Always the industrial editor must maintain a careful balance between what his readers want to read and what his company wants them to read. In many instances these factors overlap; employees, for example, are always interested in happenings which increase the prestige of their companies.

Customers are usually interested in new products and in changes in prices or packaging. The expert editor learns to present his material so skillfully that there is no clear cut line of demarcation between "company" copy and "reader" copy.

THE employe paper is sometimes scornfully dismissed by its detractors as a vapid vehicle for reporting trivia such as bowling scores, new babies and "chitchat." A well-edited employe paper is much more than that but even these homely items are printed for a purpose.

It is expensive today to recruit and train new help. To cut down employe turnover, companies support extensive recreational and welfare programs which add to the attractiveness of the job and supply the employe with other interests in the company besides his weekly paycheck. The company paper, by keeping the employees constantly reminded of these activities and benefits, increases their effectiveness as instruments of employe relations.

As an organization grows in size, the importance of the individual worker lessens proportionately; employees realize this and instinctively resent it. When a man's name is printed in the company paper, it flatters his ego, personalizes his relationship with the company and increases his stature with his fellow workers. To this extent, even the lowly "personal" serves a useful end; the editorial technique lies in the careful selection and presentation of such items.

Primarily, the employe paper exists as a means of communication

(Turn to page 22)

ALL RIGHT — —

Let's Talk About Scorecards!

Perhaps you have seen, recently, railroad advertising featuring a transportation scorecard. You might like now to see another transportation scorecard, filling in some noticeable gaps in the railroad chart.



An extensive and expensive railroad propaganda campaign has led people to believe that federal regulation of railroads was initiated solely because they were a monopoly. Monopolies *can* act against the public interest and must be controlled. But the record also shows that railroad competitive practices made regulation *imperative* — not only in the interest of the shipper and consumer but to protect the railroads against themselves.

TRANSPORTATION SCORECARD		
	RAILROADS	TRUCKS
Which form of transportation serves every community in America?	NO	YES
Which has received enormous land grants (Equal in area to the 13 Original Colonies)?	YES	NO
Which has huge capital assets yielding large current income as a result of outright public gifts and grants?	YES	NO
Which form of transportation pays hundreds of millions of dollars annually in special federal taxes on equipment, parts and fuel purchased?	NO	YES
Which common carrier, rail or truck, is more comprehensively regulated by the Interstate Commerce Commission?	NO	YES
Which form of transportation, rail or truck, is subsidized — based on the only definitive public study** ever made?	YES	NO
Which form of transportation is vital to our economy?	YES	YES

* 52nd annual report, Interstate Commerce Commission
 ** "Public Aids to Transportation." Report of U. S. Federal Co-ordinator of Transportation.



American Trucking Industry

American Trucking Associations • Washington 6, D. C.

IF YOU'VE GOT IT, A TRUCK BROUGHT IT!

(Continued from page 20)

which helps to break down the "iron curtain" between management and employees. The experienced editor tries to bridge the gap by presenting the company in its best light, by highlighting the common interests of employee and employer in the company's successful operation and by minimizing through explanation and clarification those areas of activity where interests may seem to be in conflict.

The editor uses his paper to explain company policies. It can dispel suspicion of management's motives and combat the erroneous rumors which are constantly circulating through the grapevine.

In reporting promotions, the editor is subtly presenting the company as a place where effort and ability are recognized and rewarded. In reporting longevity records and service anniversaries, he is tactfully emphasizing job security and employment stability.

The editor of the external publication realizes that each issue is a printed sales representative of the company and he plans his presentation of the firm's message to create the best possible impression. He

knows that he must balance straight selling copy with an equal amount of entertaining or informative copy in order to win and hold readership over the long pull.

He must understand his readers and their interests and he must be able to "talk their language." Most of all, he must realize that his publication is competing for the prospect's limited reading time against the industry's trade papers, magazines, newspapers, radio and television.

THE most successful editors of customer and dealer publications are those who have found some field which was not already covered by the trade papers and have rushed in and made these areas their own.

By devoting their pages to technical data which prospective users could get from no other source, they have become authoritative journals which are not only read but kept for

future reference. Obviously, the following built up as a result makes these publications efficient factors in extending the company's business.

The *Seng Book* adopted the field of furniture store operation as its theme and during its thirty years of publication has become an established source of educational material for the industry. Its consequent value as a sales and promotional medium is worth many times its cost.

The techniques of industrial editing have been developed to cope with the special problems encountered in producing sponsored publications. This undoubtedly accounts for the willingness of company editors to adopt new approaches, to experiment and to develop new concepts as a means of meeting changing conditions in the business world. For a branch of journalism which is still expanding rapidly, and whose prospects are unlimited, this readiness to adapt is vital.

The Book Beat

By DICK FITZPATRICK

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HAVE you ever wondered what to read? What many people apparently need is some systematic guide to reading. This does not merely mean joining a book club and letting a few of the boys pick your books for you.

The best reading guide on the market is called "**Good Reading**" (The New American Library of World Literature, Inc., 501 Madison Avenue, New York 22, N. Y., \$.50). There is a good chance that you can pick this up on your newsstand because it's a Mentor book which is one of the three paper-bound series published by this firm.

The book, prepared by the Committee on College Reading under the chairmanship of Atwood H. Townsend of New York University, gives brief descriptions of about 1,250 books in all fields. The books are arranged according to historical periods and presented by literary types. There are eight chapters on the novel from various periods and areas followed by chapters on the short story, drama and poetry, essays and criticisms and biography.

Another section presents a large number of books in the area of the humanities and the sciences, including a section on reference books and one listing the books in all these fields published during the last two years.

The book opens with an essay by Dr. Townsend, on how to use "Good Reading" for pleasure and profit. This

is followed by some suggestions on how to read faster along with a list of 100 significant books. There are essays by people like John Erskine and Dorothy Canfield Fisher. These are followed by suggestions for good books that everyone should read by nine leading literary figures ranging from Thomas Mann to Aldous Huxley.

Each historical period, type of literature and social science coverage includes a several page introduction to the subject generally written by somebody from one of the leading universities. This is followed by a list of the best books in this area. The author's name is given, his dates, the title of the book, the date of publication, a sentence description of it, followed by the publisher and price. If it is available in a pocket edition, this is indicated here also.

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Sigma Delta Chi NEWS

President Waite Names 13 SDX Committees for '55

List Program Committee For Nov. Convention; Welcome Mat Out

James R. Brooks, Needham, Louis, & Brorby, Inc., has been named chairman of the program committee for the Sigma Delta Chi 1955 Convention, November 9-12 at Chicago's Sheraton Hotel. He is also vice chairman of the general convention committee.

Al Orton, chief of Chicago Bureau, Associated Press, is convention chairman.

The program committee for the Convention has been appointed and held its initial meeting February 9. Members of the committee include Harold A. Shanafield, *Florists' Telegraph Delivery News*, committee secretary; Thomas C. Abbott, *Chicago Tribune*; Floyd G. Arpan, *Medill School of Journalism*, Northwestern University; Charles Barnum, *Medill School of Journalism*, Northwestern University; George A. Brandenburg, *Editor and Publisher*; Joseph Burson, the *Peoria Journal and Star*, representing the Illinois Valley Chapter; Ross De Lue, Mayer & O'Brien, Inc.; Leo Fischer, *Chicago American*; Isaac Gershman, *City News Bureau*; Robert R. Goldenstein, *Associated Press*; Harold W. Gully, *United Press*; Harold E. Green, *Printers' Ink*; Richard G. Hackenburger, *Chicago Sun-Times*.

Also, George P. Herro, *Mutual Broadcasting System*; Hugh Hough, *Chicago Sun-Times*; Paul Jones, *National Safety Council*; Austin Kiplinger, *American Broadcasting Co.*; William R. Miner, *Needham, Louis & Brorby, Inc.*; James Mundis, *Illinois Bell Telephone Co.*; Fred J. Pannwitz, *Chicago Daily News*; William B. Ray, *National Broadcasting Co.*; Eugene J. Roguski, *International News Service*; James Ullman, *United Press* and Jack Ryan, *Zenith Radio Corp.*

LUCIAN C. WARREN, Washington correspondent of the *Buffalo Courier-Express*, was elected president of the National Press Club. He succeeds ERNEST B. (TONY) VACCARO.

ROBERT A. GONKO is a reporter for the *Davenport (Ia.) Morning Democrat*. He accepted the position last November following his release from the Army.



Jim Brooks

National Committee appointments to carry on major activities of Sigma Delta Chi, Professional Journalistic Fraternity during 1955 have been announced by Alden C. Waite, president of the Southern California Associated Newspapers and National President of the organization.

Thirteen committees were named, including Advancement of Freedom of Information, Honor Awards, Historic Sites in Journalism, Professional Chapter Program, Undergraduate Chapter Program, Ways and Means, Journalistic Research, Study of Possible Broadcasting Awards for Undergraduates, 50th Anniversary Committee, Public Relations Committee, Study and Create Standardized Visitation Form, On Ethics and News Objectivity and Fellows Nominating. Undergraduate Representatives to the Executive Council were also named, as were the State Chairmen.

Personnel of the Committees and assignments follow:

Advancement of Freedom of Information—V. M. Newton Jr., managing editor, Tampa (Fla.) *Tribune*, chairman; Tom Humphrey, editor of the editorial page, Portland (Ore.) *Journal*; Robert W. Lucas, editor of the editorial page, Denver (Colo.) *Post*; Robert W. Brown, editor, Columbus (Ga.) *Ledger*; Murray Powers, Akron (Ohio) *Beacon Journal*; Basil Walters, *Chicago Daily News*, and Jerry Harshman, Sharon, Pa.

This committee is instructed to take an active, aggressive leadership in the cause of press freedom and to eliminate press barriers wherever it can. It strives to make the public conscious of its stake in its right to know and co-operates with all existing groups working for advancement of freedom of information. It receives reports from any of the Fraternity's 23,000 members, 104 chapters, or the general public on situations involving stricture of information and takes immediate action in behalf of freedom of information.

Honor Awards—John M. McClelland Jr., editor, Longview (Wash.) *Daily News*, chairman; Floyd Arpan, *Medill School of Journalism*, Northwestern University, and Bill Kostka, William Kostka & Associates, Denver.

The Honor Awards Committee makes the annual selection of a member of Sigma Delta Chi who has performed the greatest service to the Fraternity during the past year or recent years, and awards him the Wells Memorial Key.

Historic Sites in Journalism—Robert White, editor, Mexico (Mo.) *Ledger*, chairman; Carroll W. Parcher, editor and publisher, Glendale (Calif.) *News-Press*; Frank Hoag Jr., editor, Pueblo (Colo.) *Chieftain and Star Journal*; C. B. Larabee, chairman of board, *Printers' Ink*, New York City, and Spencer Allen, Station WGN, Chicago.

Members of the Historic Sites Committee seek to designate each year a site having important significance in the history of journalism and suitable for marking.

Professional Chapter Program—Sam Pace, director of public relations, F. W. Dodge Corporation, New York City,

chairman; Jouett Davenport, Business, Atlanta (Ga.) *Journal*; James H. Banks, 4402 Bull Creek Road, Austin, Tex.; Elwin E. McCray, assistant professor, Journalism Department, Michigan State College, East Lansing; Brady Black, Cincinnati (Ohio) *Enquirer*; Prof. Frederick B. Marbut, Journalism Department, Pennsylvania State University; Loris Troyer, Kent (Ohio) *Courier-Tribune*; Donald E. Brown, 119 Gregory Hall, Urbana, Ill.; Glenn Prosser, publisher, Estes Park (Colo.) *Trail*; Ernie C. Deane, Mexia (Tex.) *Daily News*; Sidney Andorn, Cleveland (Ohio) *News*; Jim Brooks, Needham, Louis & Brorby, Chicago; Robert E. Tripp, Radio Station WFAA, Dallas, Tex.; Joseph Hainline, newscaster, Station WJR, Detroit, Mich.; George Ince, Employee Relations Department, Caterpillar Tractor Co., Peoria, Ill.; Ernest H. Vocate, 1612 North 21st St., Kansas City, Kan.; Col. O. N. Taylor, Public Relations, Dade Co., Miami, Fla.

Tom Whalen, WBAP-TV, Fort Worth, Tex.; John Ramsey, Honolulu (T. H.) *Star-Bulletin*; Earl Eastwood, Bradenton (Fla.) *Herald*; C. O. Hinderer, 170 North Hollywood, Memphis, Tenn.; Jack Krueger, news director, Station WTMJ & WTMJ-TV, Milwaukee, Wis.; Ralph E. Frede, state representative, National Foundation for Infantile Paralysis, Jefferson City, Mo.; Lyell Bremser, Radio Station KFAB, Omaha, Neb.; Victor A. Sholis, Radio Station WHAS, Louisville, Ky.; Prof. Robert Bliss, Department of Journalism, Drake University, Des Moines, Ia.; William E. Best, United Press, Los Angeles, Calif.; A. E. Gilbert, California Newspaper Assn., San Francisco, Calif.; John Harrison, Toledo (Ohio) *Blade*; Carter Waid, editor, Belen (N. M.) *News-Bulletin*; Byron L. Lehmbeck, Cherokee (Okla.) *Messenger*; John S. Walters, state editor, Gainesville (Fla.) *Times Union*; Robert Baram, Division of Journalism, Boston University; F. W. Dennison, Cando, N. D.; Richard Greer, St. Louis (Mo.) *Post-Dispatch*; Glen Simon, Middle Atlantic Lumbermen's Assn., Philadelphia, Pa.; L. Glen Snarr, Salt Lake City (Utah) *Deseret News and Telegram*; James Cummings, Free-

port (Tex.) *Daily Facts*; Wallace Werble, *F.D.C. Reports*, Washington, D. C.; Larry Freeman, publisher, *National City News*, San Diego, Calif.; Arthur Priaulx, West Coast Lumbermen's Assn., Portland, Ore.; Elmer C. Vogel, 6045 35th North East, Seattle, Wash.; Oliver Freed, publisher, Woonsocket (S. D.) *News*, and Robert Voris, Waterloo (Ill.) *Republican*.

The Professional Chapter Program Committee has a three-fold purpose: To provide speakers for individual professional chapters; to carry out the national objective through professional chapter programs and meetings, and to assist the national organization in its services and programs.

Undergraduate Chapter Program—Dale Spencer, assistant professor, School of Journalism, University of Missouri, chairman; Bruce Underwood, Journalism Department, University of Houston; Chris Savage, assistant professor, Indiana University; William A. Fisher, School of Journalism, Kent State University; Claron Burnett, Department of Journalism, Oklahoma A & M; Fred C. Zwahlen, Department of Journalism, Oregon State College, and Maynard Hicks, Washington State College.

The Undergraduate Chapter Program Committee has a three-fold purpose: To help Undergraduate chapters establish revenue producing services and sound professional programs; to carry out through the Undergraduate chapters the national theme, and to assist the national organization in its services and programs.

Ways and Means—Bernard Kilgore, president, *Wall Street Journal*, New York City, chairman; Mason R. Smith, editor and publisher, *Gouverneur* (N. Y.) *Tribune Press*, and Sol Taishoff, editor and publisher, *Broadcasting-Telecasting*, Washington, D. C.

The Ways and Means Committee carries on duties assigned to it by the Executive Council.

Journalistic Research—Ken Marvin, head, Department of Technical Journalism, Iowa State College, chairman; Granville Price, University of Idaho, and David White, University of Boston.

This committee stimulates and rewards research done about journalistic subjects in line with the objectives of the Fraternity.

Study of Possible Broadcasting Awards for Undergraduates—Sol Taishoff, *Broadcasting-Telecasting*, chairman; Richard B. Hull, director, WOL-TV, Iowa State College; Burton D. Harrison, Pullman, Wash.; Marvin H. Alisky, Department of Journalism, Indiana University, and William Ray, National Broadcasting Co., Chicago.

Fiftieth Anniversary Arrangements—Charles C. Clayton, executive assistant to the publisher, St. Louis (Mo.) *Globe-Democrat*, chairman; John M. McClelland Jr., editor, Longview (Wash.) *Daily News*; James A. Stuart, editor, Indianapolis (Ind.) *Star*; Odom Fanning, head, Publications Services, Georgia Institute of Technology, Atlanta; Larry Salter, Playtex Park Research Institute, and George Pierrot, World Adventure Series.

The committee is making a survey of possible activities to include in the Golden Jubilee Anniversary in 1959.

Public Relations Committee—Irvin L. Edelstein, Public Relations, Toledo, Ohio, chairman; John Rose, Public Relations, Los Angeles; Howard Allen, Public Relations, Johns-Manville; John Canning, Public Relations, Standard Oil Company of Indiana; Volney Fowler, Public Rela-



Top: John McClelland and Sol Taishoff; Bottom: Bernard Kilgore and Charles C. Clayton.

tions, Electro-Motive Division, General Motors, and Otto Silha, promotion director, Minneapolis *Star-Tribune*.

The committee will propose a public relations program for the Fraternity.

Study and Create Standardized Visitation Form—Alvin E. Austin, head, Department of Journalism, University of North Dakota, chairman; Thomas F. Smith, director, Convention Bureau, Miami Beach, and Theodore A. Serrill, Pennsylvania Newspaper Publishers Assn.

The committee will study and create a standardized form for State Chairmen's visitation reports.

On Ethics and News Objectivity—Norman E. Isaacs, managing editor, Louisville (Ky.) *Times*, chairman; Fred W. Stein, Binghamton, N. Y.; Lee A. White, director of public relations, Cranbrook Institutions, Mich.; Arville Schloben, Milwaukee (Wis.) *Journal*; Ed Scripps, Miramar, Calif.; Bill Tugman, Eugene (Ore.) *Register-Guard*; George Beebe, Miami (Fla.) *Herald*; Phil North, Fort Worth (Tex.) *Star-Telegram*, and Irving Dilliard, St. Louis (Mo.) *Post-Dispatch*.

Fellows Nominating—Robert U. Brown, editor, *Editor & Publisher*, chairman; Lee Hills, vice president, Knight Newspapers, Inc., and Charles C. Clayton, executive assistant to the publisher, St. Louis (Mo.) *Globe-Democrat*.

Fellows of Sigma Delta Chi are men chosen by the Fraternity Convention in recognition of their achievements in journalism.

Representatives to the Executive Council—Edwin Laing, Grinnell College; David M. Mazie, Northwestern University, and Ronald Peterson, Washington State College.

The State Chairman is a personal representative of the National President and serves the interest of the Fraternity membership in his particular state.

Chairmen appointed are:

Alabama—Grover C. Hall Jr., editor, *Montgomery Advertiser*.

Arizona—Leland Case, Route 8, Box 397, Tucson.

Arkansas—Charles R. Miller, 4512 W. 16th St., Little Rock.

California—John Rose, John Rose & Associates, 1108 Guarantee Building, Los Angeles 28.

Connecticut—Carl E. Lindstrom, *Hartford Times*.

Delaware—Jennings B. Woodson Jr., Public Relations, DuPont Co., Wilmington 98.

D. C.—Russell C. Tornabene, National Broadcasting Co., Washington D. C.

Florida—Thomas F. Smith, Convention Bureau, 1700 Washington Ave., Miami Beach.

Georgia—Odom Fanning, head, Publication Service, Georgia Institute of Technology, Atlanta.

Idaho—David R. Bowers, Idaho State Journal, Pocatello.

Illinois—Claude Walker, publisher, Forest Park Review.

Indiana—Chris Savage, Ernie Pyle Hall, Indiana University, Bloomington.

Kansas—Lee Silberman, *Wichita Eagle*.

Louisiana—George E. Simmons, 2439 Nashville Ave., New Orleans.

Maine—Robert Nisbet, 14 Pioneer Ave., Caribou.

Maryland—James F. Fox, 719 N. Charles St., Baltimore 1.

Massachusetts—John L. Chandler, 33 Alrick Road, Quincy.

Michigan—Walter Curtis, Ford Division, Ford Motor Co., Box 638, Dearborn.

Minnesota—Jim Bormann, 4126 S. Garfield, Minneapolis.

Mississippi—Joseph F. Ellis Jr., editor and publisher, *Clarksdale Press Register*.

Missouri—William T. Kong, *Mexico Ledger*.

Montana—William G. Kelly, Station KXLO, Lewistown.

Nebraska—Clifford L. Ellis, 3706 Jones St., Apt. 2, Omaha.

Nevada—Claude O. Brewer, 406 S. Sixth St., Las Vegas.

New Hampshire—Robert St. John, Barnstead.

New Mexico—Sanky Trimble, Associated Press, Albuquerque.

New York—Thor M. Smith, Publisher-Service, *American Weekly*, 63 Vesey St., New York City.

North Carolina—Robert W. Shaw, 2201 Shamrock Drive, Charlotte.

North Dakota—E. Donald Lum, 721 Third Ave., North Wahpeton.

Ohio—William J. Oertel, Ohio Newspaper Assn., 198 S. High St., Columbus 15.

Oklahoma—James C. Holmes, 4164 E. 33rd, Tulsa.

Oregon—William E. Drips, Station KOIN, Portland.

Pennsylvania—Theodore A. Serrill, Pennsylvania Newspaper Publishers Assn., 209-13 Telegraph Building, Harrisburg.

Rhode Island—Vincent J. Bartimo, 544 Pleasant St., Pawtucket.

South Carolina—Charles W. McGrew III, Sports Desk, Columbia State.

South Dakota—Homer J. Givens, 1229 Third St., Brookings.

Tennessee—Frank Ahlgren, *Memphis Commercial Appeal*.

Texas—A. Pat Daniels, executive secretary to the mayor, Houston.

Utah—Murray Moler, 1869 South 25th East St., Salt Lake City.

Vermont—Joseph L. Presbury Jr., manager, News Bureau, Middlebury College, Middlebury.

Personals

About Members

ROBERT L. SHERROD was recently named managing editor of the *Saturday Evening Post*. He will succeed ROBERT FUOSS who is being placed in the newly created position of executive editor. Sherrod was formerly a Post roving correspondent writing from Tokyo, Hong Kong, Singapore and other Far Eastern cities.

WILLIAM I. RAY, JR., managing editor of the *Atlanta Journal*, and WILLIAM H. FIELDS, managing editor of the *Atlanta Constitution*, are two of the local judges in the national search for the most outstanding journalism student in the country. More than fifty editors and twenty Deans of Journalism Schools will help make the selection from among candidates being submitted after a "working assignment" and test in twenty U. S. cities. Dean JOHN E. DREWRY, Henry Grady School of Journalism, University of Georgia, is also participating in the search.

Several SDX members attending the February NEA convention in St. Petersburg also went on a Latin American tour. DON ECK, executive secretary and general manager of NEA, headed the party, and BROOKS CONRAD was pilot of the Pan American plane. SDX members in the party included NORMAN NELSON, Cloquet (Minn.) *Pine Knot*; JOHN SHINNERS, Hartford (Wis.) *Times-Press*; BURRELL SMALL, Kankakee (Ill.) *Journal*; GEORGE CAREY, Clinton (Ia.) *Clintonian*, and EDWIN DEAN, Inglewood (Calif.) *Daily News*.

FRANK R. AHLGREN, Memphis (Tenn.) Commercial Appeal editor, was a honor guest at the January University of Texas seminar. He acted as moderator of the opening session and was main speaker at one of the banquets. WALTER R. HUMPHREY, Fort Worth Press editor, was seminar chairman, and Director PAUL J. THOMPSON of the University of Texas School of Journalism was in charge of local arrangements. Other SDX members participating in the seminar were J. Q. MAHAFFEY, Texarkana Gazette-News editor; ARTHUR LARO, Houston Post managing editor; JAMES KNIGHT, Waco News-Tribune and Times-Herald; MARVIN GARRETT, Fort Worth Press; DAVE SHANKS, Austin American-Statesman, and ALLEN DUCKWORTH, Dallas Morning News state editor.

JOSEPH M. GAMBATESE has returned to Washington as associate editor of *Nation's Business* magazine after working as employe communications consultant for General Electric Company.

JAMES R. CAMPBELL has accepted the position of deskman and reporter on the Cushing (Okla.) *Daily Citizen*. He is a January graduate of the University of Oklahoma.

Washington—James B. King, 7014 47th Ave., N. E., Seattle 5.

West Virginia—Charles Lewin, 1540 Piedmont Road, Charleston.

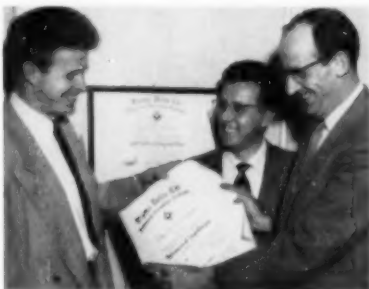
Wisconsin—George Tracy, 2911 E. Hampshire St., Milwaukee 11.

Wyoming—Russell R. Allbaugh, Laramie Newspapers, Inc., Laramie.

Alaska—Charles J. Keim, University of Alaska, College.

Hawaii—Seabron B. Calhoun, 3147 Paty Drive, Honolulu.

THE QUILL for April, 1955



Examining the new charter for University of Utah's Undergraduate Chapter are: l to r, Verl O'Brien, president; Roy Hudson, president, Utah Professional Chapter, and Murray Moler, Utah SDX State Chairman.

Utah Officially Added To Undergrad Chapters In February Ceremony

Sigma Delta Chi's 59th Undergraduate chapter was officially installed February 11 at the Newhouse Hotel in Salt Lake City.

Twelve members of the University of Utah Men's Press Club, whose petition was approved at the 45th Anniversary Convention, were initiated by Roy Hudson, president of the Utah Professional Chapter of Sigma Delta Chi. Utah State Chairman Murray M. Moler presented the charter to the new chapter on behalf of the Fraternity. Also initiated into the Professional chapter were 17 Utah newsmen.

Speaking at the banquet, sponsored by the Professional chapter, was Neal Van Sooy, former SDX national president. Van Sooy welcomed the Undergraduate group and the new initiates into what he termed a "powerful organization to preserve the ideals of freedom of the press."

During his address, Van Sooy sketched the development and expansion of Sigma Delta Chi from its earliest beginnings. He pointed out that the major growth of the Fraternity in the last two decades has been in the western and southwestern United States and that the smaller universities and colleges are becoming the backbone of the Undergraduate chapters.

Van Sooy challenged all members of Sigma Delta Chi to work by the Fraternity's standards, explaining that only devotion to such standards would uphold the integrity of American journalism.

Ernest Linford, first president of the Utah Professional Chapter, spoke to the banquet group on the problems of establishing Utah's Professional chapter. Representing the University of Utah was Sterling M. McMurrin, Dean of the school's University College of which the journalism department is a part.

McMurrin signalled out the tremendous power held by journalists in molding the thinking of all Americans. He recognized Sigma Delta Chi and its high ideals as an additional means whereby University of Utah students can be taught to keep all the facts before the people.

Receiving the charter on behalf of the

Undergraduate Chapters to Compete for Awards

Deadline for entries in the Hogate and Beckman contests for Undergraduate chapters of Sigma Delta Chi is June 15, 1955.

The Kenneth C. Hogate Professional Achievement Contest is conducted annually among Undergraduate chapters to stimulate strong professional character in the membership of chapters and the Fraternity as a whole.

The late Kenneth C. Hogate, chairman of the *Wall Street Journal* and a past national president of Sigma Delta Chi, provided a rotating trophy which was presented to the University of North Dakota Chapter for permanent possession in 1954 when the chapter had won it over four times in succession. A new plaque has been provided by the *Wall Street Journal* in memory of its late president.

Listed in the instructions for preparing entries is the explanation: "As a Professional Fraternity (not an honorary), Sigma Delta Chi's strength and ability to fulfill its purposes and serve journalism depend upon having its members engaged in journalism. High rating in the contest denotes careful selection of new members and a program which helps members to prepare themselves for successful entry and a career in journalism. Therefore, a chapter which consistently rates high in this contest is achieving its objectives and performing a most important and fundamental service to Sigma Delta Chi."

Rankings are based on the percentage of members, who graduated in the last five years, now engaged in journalism.

The winning chapter of the Beckman rotating trophy is determined through judging the annual Beckman Chapter Efficiency Reports. This report is required annually by the Fraternity and is designed to stimulate the development of a well-balanced program in each Undergraduate chapter of Sigma Delta Chi.

A board of judges, made up of national officers and Professional members, make the award on the scope and quality of each chapter's professional activity and basic functioning, measured in relation to the conditions and opportunities of its campus. A chapter which shows industry and initiative in making the best of limited opportunities will deserve a higher ranking than a chapter whose gross activity is greater but whose net activity in relation to its greater opportunities is less.

A rotating plaque has been provided by the Iowa State Chapter in honor of F. W. Beckman, editor of the Knoxville (Ia.) *Journal*, a past national honorary president who originated the contest and furnished the trophies for many years.

Penn State received the 1954 award.

Undergraduate chapter was club president Verl O'Brien. He expressed appreciation of the student group to all persons who helped bring Sigma Delta Chi to the University of Utah. O'Brien singled out Professor Quintus C. Wilson for leadership and encouragement and the University of Nevada for acting as petition sponsor.

Chapter Activities

DETROIT—Dr. Hans Tuetsch, European journalist, was slated to appear at Detroit's March guest night. Members of the Wayne University and University of Michigan chapters were invited to hear Dr. Tuetsch give them a look behind the Iron Curtain and explain the differences between European and United States newspapering. Previous meetings of the new year featured William S. Lampe, managing editor of the *Detroit Times*, January, and Edgar A. Guest Jr., February.

NORTHERN CALIFORNIA—The chapter's board of directors added the collegiate chapter of San Jose State College to Stanford and University of California chapters whose members have been recipients of the Northern California Professional Chapter's scholarships. Other planned activities include participating again in the conduct of a 1955 legal reporting awards program, should the California Bar Association request assistance from the chapter, and to sponsor an award in the 1955 California Newspaper Publishers Association Contest. The February meeting combined guest night and initiation, topped off with National President Alden C. Waite and James G. McDonald, former U. S. Ambassador to Israel. Masao Tsuda, Secretary-General of the Japan Newspaper Publishers & Editors Association, the equivalent to the A.N.P.A., was one of the initiates.

CENTRAL OHIO—Annual chapter meeting and election of officers and new directors are planned for the Central Ohio Chapter's Fifth Annual Founder's Day and Ladies Night dinner session April 1. "Baseball—What Is Its Future?" was discussed by a panel of sports writers and George Trautman, president of the National Association of Professional Baseball Leagues, at the January meeting. On the panel with Trautman were Brad Willson, sports editor of the *Columbus Dispatch*; Earl Flora, sports editor, *Ohio State Journal*; Kaye Kessler, sports writer, *Columbus Citizen*; Joe Hill, sports director, WTVN-TV and WTVN-Radio and Bill Corley, sports announcer, WBNS.



L to r, Lisk, Kessler, Trautman, Flora, Corley and Willson.

MID-MISSOURI—January's meeting featured a three-man panel which unanimously decided that any economic benefits which the people of China have gained under Communist domination have been overshadowed by the loss of personal freedom. Moderated by Dean Earl F. English of the Missouri School of Journalism, the speakers were Prof. Maurice Votaw, School of Journalism, who spent 27 years in China on the faculty of St. John's University and as adviser to the Chinese government; James Peter Chinn, former reporter for the *Singapore Standard*, and Shengfen Tsao, former personal secretary to Chiang-kai Shek. Chinn and Tsao are graduate journalism students. New officers of the chapter are Larry Graebner, *Columbia Tribune* photographer, president; Ralph Frede, state representative of the National Foundation for Infantile Paralysis, vice president; Francis Moritz, executive staff member of the Missouri Bankers Association, secretary, and Robert Posen, sports editor of the *Mexico Ledger*, treasurer.

BUCKEYE—Hal Boyle, Associated Press columnist and war correspondent, addressed the March meeting of the Buckeye Chapter at Akron. The Undergraduate chapter at Kent State University will cooperate with the Buckeye chapter in an April luncheon meeting. The regular April meeting will feature Tony Vacarro, former White House correspondent for the Associated Press and immediate past president of the National Press Club in Washington, D. C.

UTAH—A year-long effort to assure a law for public access to government meetings was culminated February 25 when the Utah legislature passed a freedom of information bill. Utah Professional Chapter had worked for a year to assure public access to all state governmental meetings. Theron C. Liddle, managing editor of the *Deseret News* and Salt Lake Telegram, is chairman of the chapter's committee.

CLEVELAND—Building better mouse traps and turning the tables on the Cleveland Professional Chapter concerned Mayor Anthony J. Celebrezze at the January meeting. The light-hearted topics were brought to light when the Mayor complained about an elusive rodent in official chambers. Jack Kennon, chief editorial writer of the *News*, presented His Honor with a golden trap, sent by a Cleveland housewife, and the Mayor, in turn, put two members of the chapter on the carpet by posing a set of humorous queries in turn about fashion. Complaining that this was "typical of what they do to me," Celebrezze kept the two members busy with a barrage of questions in rapid-fire order.

NEW MEXICO—Members of the New Mexico Professional Chapter made close to a clean sweep of prizes in all divisions awarded by the state press association in convention at Roswell in January. Gordon Greaves, editor of the *Portales Daily News*, took two firsts, for the best editorial and the best feature picture categories. Sanky Trimble, outgoing president of the chapter, took the top news award. Trimble recently was named Associated Press bureau chief for New Mexico. Carter Waid, outgoing vice president and editor and publisher of the *Belen News-Bulletin*, won the association's community service award, and Albuquerque photographer George Kew, recently initiated, won the news photo division. The lower prizes, too, went mostly to members of the professional chapter. Neil Addington of the *New Mexican* of Santa Fe and Bill Richardson of the Associated Press took the other first citations of the news division. Steve Lowell of the AP won one of the two honorable mentions in the feature division. There were no second or third places. Parley Jensen of the *New Mexico Stockman* magazine came in just behind Greaves in the feature picture awards.

MILWAUKEE—Michael Onderjka, who became a Communist at \$50 a month for the FBI, warned Milwaukee professional members against distrusting Communist informers just because Harvey Matusow turned out to be a "psychopathic liar." As a result of Matusow's lies, Ondrejka said that he himself has faced a lack of faith by fellow workers at the Milwaukee plant where he works. Escorted to and from work by the FBI to prevent possible Communist retaliation for his disclosures, Ondrejka was formerly educational director for the Milwaukee Young Progressives, a Communist front group. The members of the Milwaukee Theta Sigma Phi, professional women journalists, were guests at the January meeting. Pat and Ralph Graves, husband-wife team from *Life* magazine, told of their journalistic experiences.

SOUTH DAKOTA—An interview with the governor and an election of officers were featured at the February meeting of the S. D. Professional Chapter. Governor Joe Foss held a special press conference in his office for the group, and later the governor's secretary, Bob Lee, spoke at a dinner meeting. Elected officers are John Gerkin, president; Gil Zieman, vice president; Walt Conahan, secretary, and Aubrey Sherwood, treasurer.

COLORADO—Harrison Salisbury, former Moscow correspondent for United Press and later for the *New York Times*, discussed the problems of coverage behind the Iron Curtain at the February meeting of the Colorado Professional Chapter. He also told the Rocky Mountain newsmen of the techniques attempted by the correspondents in circumventing censorship in Moscow. New officers of the chapter include John Jameson, Associated Press bureau chief in Denver, president; Glenn Prosser, *Estes Park Trail* publisher, vice president; Houston Waring, editor of the *Littleton Independent*, vice president; Claude Ramsey, *Kostka & Associates, Inc.*, secretary; Lee Olson, *Denver Post* reporter, treasurer, and Jack Crandall, *Denver Post* news editor, delegate to the National Convention.



L to r, seated, Jameson and Crandall; standing, Olson and Ramsey.



L to r, Coonradt, Young, Waite, Miller, Rose.

LOS ANGELES—Lewis S. Young, editorial writer of the Los Angeles *Evening Herald-Express*, was installed as president of the Los Angeles Professional Chapter at the January meeting. Also taking office were: William E. Best, United Press Los Angeles bureau manager, vice president; Richard H. Miller, California Newspaper Publishers' Association Los Angeles manager, vice president, and Frederic C. Coonradt, USC School of Journalism acting director, secretary-treasurer. National President Alden C. Waite also participated.

LOUISVILLE—Norman Isaacs, managing editor of the Louisville *Times*, opened the Sigma Delta Chi lectures February 21 for journalism students at the University of Kentucky. The series, planned by the Louisville chapter, will feature distinguished newspaper and radio men from the Kentucky area. James S. Pope, executive editor of the *Courier-Journal* and the Louisville *Times*, was scheduled for the first March lecture, speaking on "Editorial Production Problems." Others, appearing in order, included Edgar Arnold Jr., managing editor of the *Madisonville Messenger*; Richard Oberlin, news director of Radio Station WHAS and WHAS-TV; Ed Templin, promotion manager of the *Lexington Herald-Leader*; Floyd Edwards, assistant managing editor of the Louisville *Times*; Richard Renneisen, Louisville public relations consultant; S. C. Van Curon, manager of the *Harlan Daily Enterprise*; Maurice K. Henry, general manager of the *Middlesboro Daily News*; Gordon Englehart, night city editor of the *Courier-Journal*; J. T. Norris, president and editor of the *Ashland Daily Independent*; Oliver S. Kash, editor of the *Cynthiana Democrat* and Dudley H. Taylor, editor of the *Kentucky New Era*, Hopkinsville.

CENTRAL PENNSYLVANIA—Earl E. Keyser, editor of the Lancaster *Intelligencer Journal*, was chosen to succeed Theodore A. Serrill, general manager of the Pennsylvania Newspaper Publishers Assn., as president. Others elected to serve with Keyser at the January meeting were James R. Doran, editor of the Harrisburg *Patriot and Evening News*, vice president; Nels R. Nelson of the *Intelligencer Journal*, secretary, and Millard E. Krebs, York *Dispatch*, treasurer.

ATLANTA—Jack Tarver, general manager, Atlanta Newspapers, Inc., took over presidential duties in mid-January. Assisting him are George Erwin, real estate editor, the Atlanta *Journal*, vice president; Frank C. Steinbruegge Jr., National Association of Manufacturers, secretary, and Richard E. Hodges Jr., Liller, Neal & Battle, advertising agency, re-elected treasurer.

DALLAS—Promising a program of everything from a Dixie-land band to editors, publishers and hot arguments, the Texas Association convention was held in March at the Baker Hotel in Dallas. Host chapter was Dallas which recently re-elected Horace Ainsworth, editor of the *Dallas* magazine, as president. Other officers are: Bob Tripp, news editor, WFAA, Charles Dameron, assistant city editor, *Times-Herald*, and Russell Bryant, editor and publisher, *Italy News-Herald*, vice president; Ed DeWeese, editor, *Drilling Contractor*, secretary, and Vernon Hobart, Chance Vought public relations, treasurer.

NORTHWESTERN OHIO—Frank R. Kane, labor reporter for the Toledo *Blade*, was awarded a plaque for distinguished journalistic service in 1954 by the Northwestern Ohio chapter. The award, made annually by the chapter, was based on Kane's reporting of CIO and AFL labor news. Officers elected at the January meeting were John Harrison, editorial writer, Toledo *Blade*, president; Robert Kriehoff, Radio Station WTOL, vice president; Kenneth Hamel, Owens-Illinois Glass Co., secretary, and Jack Paquette, also of O-I, treasurer.



For Outstanding Service

Personals

About Members

Following the three-day seminar, a conference of representatives of Texas newspaper associations and Texas journalism educators was held to plan ways of attracting more top-grade young journalists to the newspaper business. SDX members participating in the conference included JOHN H. MURPHY of Houston, TDNA secretary-manager; VERN SANFORD, secretary-manager of the Texas Press Association; Professors WARREN AGEE, Texas Christian University; DONALD BURCHARD, Texas A & M College; MARTIN REESE, Southern Methodist University; FRANK RIGLER, Texas State College for Women; C. E. SHUFORD, North Texas State College; W. J. THOMAS, Baylor University; PAUL J. THOMPSON, University of Texas, and BRUCE UNDERWOOD, University of Houston. Others were WALTER R. HUMPHREY and A. PAT DANIELS, state president of the Texas Association of SDX.

KENNETH B. BUTLER, president of the Wayside Press, Mendota, Ill., presided over the production and layout sessions of the Oklahoma A & M College's ninth annual industrial editors' short course held in March.

FRED A. SEATON, former Kansas and Nebraska newspaperman and now admin-

istrative assistant to President Dwight D. Eisenhower, received a honorary doctor of laws degree from Kansas State College in February.

FRANK E. GANNETT, president of the Gannett group of newspapers and a Cornell graduate and trustee, will be honored by a new student health clinic to be built at Cornell University. Funds for the clinic will be provided by the Gannett Foundation.

Among the guest speakers appearing at the tenth anniversary session of the Georgia Radio and Television Institute in January were OLIVER GRAMLING, assistant general manager in charge of radio-TV for the Associated Press; JACK WELDON, AP's executive representative for Georgia, Alabama and Florida; LEW HAWKINS, Atlanta AP bureau, and BOB CONSIDINE, INS correspondent, columnist and radio-TV commentator.

CHARLES L. WARD, news editor of the Poteau (Okla.) *News* and WALTER M. HARRISON, North Star (Okla.) publisher, were guest speakers at the Oklahoma City Chamber of Commerce forum in January. The annual affair features 5-minute "capsule editorials" by four editors.

LAYNE BEATY is the new chief of the Radio and Television Service for the U. S. Department of Agriculture. He succeeds KENNETH M. GAFEN who became assistant to the director and information officer of the Agricultural Conservation Program Services of USDA. Beaty re-

turned recently from nearly four years in Europe as agricultural information consultant with the Foreign Operations Administration.

FRANK ANGELO was named managing editor of the Detroit *Free Press* to succeed LEE HILLS, former national SDX president, who became vice-president of the Knight newspapers. Angelo has been assistant executive editor. BREWSTER CAMPBELL, former president of the Detroit chapter of SDX and executive city editor, was named an associate editor. FRED OLMSTED was promoted to city editor.

PHIL SPELMAN, secretary of the Detroit Professional Chapter, has been named public relations manager for McCann-Erickson's Detroit office. He formerly was associate editor of *Motor News*, monthly publication of the Michigan Auto Club.

LAWRENCE G. HAUCK has been appointed an assistant news editor of the New York *Times*. Hauck had been assistant foreign editor and formerly was night news editor of the *Times* Washington bureau.

RICHARD E. SNOW has accepted a position as account executive for the public relations firm of Connell & Pierson, Chicago.

LT. ROGER D. KULLENBERG is on special assignment at Camp Hale, Colo., where he is covering "Exercise Hail Storm" for the public information office of Fort Carson, Colo.



Central Texas Installation: l to r, Ernie C. Deane, v.p.; James A. Byron, SDX executive councilor; Thomas E. Turner, president; Walter R. Humphrey, SDX past national president, and A. Pat Daniels, president, Texas SDX Association.

Central Texas Ceremony Ups Professional Total In January Installation

Walter R. Humphrey, past national president of Sigma Delta Chi and editor of the Fort Worth Press, was installing officer at the Central Texas Professional Chapter's official installation January 17. The addition of the new chapter increases the total number of Professional groups to 44.

The new chapter formally received its charter at a dinner program at Baylor University's Williamaburg Room when main speaker for the event was James A. Byron, news editor of Radio-TV stations WBAP, Fort Worth.

Byron, in a frank address, told the group that if America's newspapers, radio and television communication media are to escape the threat of governmental supervision, they must do some real soul-searching and self-policing.

He said that even though the American people are the best informed in the world today, "We are not adequately informing them. Research has shown that on any important issue regarding America's foreign policy, 30 per cent of the public is totally unaware of the matter, 45 per cent barely knows of it, and 25 per cent is casually acquainted with it."

"On such important issues as the Marshall Plan," he related, "16 per cent of the people queried never heard of it, 70 per cent knew of it only as words, and 14 per cent could answer some very simple inquiries about it." Byron raised the question of whether news media are devoting too much time and importance to such stories as the Sheppard murder case, which, he said, "Made a hitherto obscure osteopath a national name familiar in every household." "Doing a better job is the best answer to the everpresent danger of governmental control," he said.

Officers installed at the ceremony were: Thomas E. Turner, chief of the Central Texas Bureau of the Dallas Morning News, president; Ernie C. Deane, editor of the Mexia Daily News, vice president, and John C. Bloskas, executive secretary of the Waco Junior Chamber of Commerce, secretary-treasurer.

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Personals

About Members

Several SDX members were among the leading professional journalists and journalism educators who took part in the University of Wisconsin School of Journalism's Golden Celebration in February. MARQUIS CHILDS, syndicated feature columnist, addressed the guests at the anniversary dinner. KENNETH E. OLSON, dean of Medill School of Journalism, WILLIAM A. SUMNER, University of Wisconsin Journalism professor, and GRANT M. HYDE, agricultural journalism professor at Wisconsin, saluted the late Prof. Willard Bleyer, founder of the UW School of Journalism. Other SDX members participating in the two-day affair were BRYANT E. KEARL, UW professor of agricultural journalism; FRED SAPPINGTON, publisher of the Marinette (Wis.) Eagle-

Record Claimed

A. Q. MILLER, publisher of the Belleville (Kan.) Telescope, has made a claim for the SDX family record of journalists. He has four sons in journalism, all members of Sigma Delta Chi.

CARL, head of the Wall Street Journal on the Pacific coast and past national president of SDX, was recently elected president of the Los Angeles Chamber of Commerce, one of the largest in the country.

A. Q. JR., now associated with Carl in publishing the San Gabriel Valley Newspapers, Calif., went to California 20 years ago where he became the general manager of the Ontario (Calif.) Daily Report.

MERLE and LUMAN, the two younger sons, business manager and editor of the Belleville (Kan.) Telescope, have been editing and managing the Old Home Paper for more than ten years and placed it at the top of the Kansas weeklies.

They all had training on the Old Home Paper, and each, in turn, after completing their journalistic courses, managed and edited the Telescope.

A. Q. Sr. has been in the publishing business for 80 years.

Star; WILLIAM T. EVJUE, publisher and editor of the Madison (Wis.) Capital Times; GEORGE TRACY, managing editor of the Milwaukee Sentinel; DON ANDERSON, publisher of the (Madison) Wisconsin State Journal; LOUIS P. LOCHNER, author and former foreign correspondent; REX KARNEY, associate editor of the Wisconsin State Journal; LLOYD LEHRBAS, former director of Overseas Information Program and presently special assistant to U. S. Secretary of the Army; Prof. FRED SIEBERT, director of School of Journalism, University of Illinois; DR. RALPH D. CASEY, director, School of Journalism, University of Minnesota; WALLACE MEYER, of Meyer, Reincke and Finn, Chicago; WILLIAM ENDER, Dufand (Wis.) Courier and Wedge, and Prof. FRANK THAYER, UW School of Journalism.

REUBEN W. STRICKLAND is director of promotion and research for John Willy, Inc., Evanston, Illinois, publishers of The Hotel Monthly. He was formerly an assistant editor of Chemical Processing, a Putman Publication.

SDX Headquarters Offers 45th Convention Speeches

An opportunity to hear the important speeches at the 45th Anniversary Convention in Columbus last November has been provided by National Headquarters of Sigma Delta Chi. Recordings, both tape and platter, are available by rental.

Charges of \$1 plus mailing costs for each speech will be made. Orders must specify wire recorder speed of 3¾ or 7½ while the phonograph speed of 33⅓ is available.

The following speeches are offered:

Keynote Address by John Cowles, publisher of the Minneapolis Star and Tribune, and past national honorary president.

"Is Journalism a Good Career?" Richard Slocum, president, American Newspapers Association and general manager of the Philadelphia Bulletin.

"Canon 20," Alexander "Casey" Jones, executive editor of the Syracuse Herald Journal.

"Interpretative Writing," Carl Lindstrom, executive editor of the Hartford Times.

"Right to Privacy," James E. Pollard, director of the Ohio State University school of journalism.

"Headlines and Deadlines in Asia," Frank Bartholomew, vice president and manager, Pacific Area, United Press.

Dues Policy

Effective last year, National Headquarters began sending national dues statements (\$5) to all members on a calendar basis. If a member becomes more than three years in arrears, he will be dropped from the Fraternity. Reinstatement is available only on payment of back dues.

Members must pay current national dues to belong to a Professional chapter, attend convention, or hold national office.

Life subscription to THE QUILL and dues paid for life (Key Club) may be secured at the combination rate of \$75.

The membership fee, at time of initiation, has never included and does not now include dues paid for life. Nor does the membership fee include the cost of an emblem. These are available through Headquarters, 35 East Wacker Drive, Chicago 1, Ill.

In a referendum vote, completed June 20, 1954, the National By-Laws were amended by the chapters to establish the present fees of \$17.50 for Undergraduates. This now includes membership in good standing and a subscription to THE QUILL expiring at the end of the calendar year during which the Undergraduate member graduates or leaves school. The fee for Professional candidates is \$25 and includes national membership in good standing and a subscription to THE QUILL for a term as prescribed by the Executive Council. These fees and policies became effective July 1, 1954.

Currently, if a member is enrolled during the first half of the year, the fee includes dues and QUILL subscription paid to the end of the year. If enrolled during the second half of the year, it includes dues and QUILL subscription paid for the remainder of the year and the next full calendar year.

Personals

About Members

GEORGE HADDAWAY, editor of *Flight* magazine, received an "appreciation plaque" from Texas members of Sigma Delta Chi at a recent luncheon meeting in Dallas. Haddaway, president of the Dallas chapter in 1954, was honored for outstanding service to both the chapter and the field of journalism. Presentation of the plaque was made by PAUL JONES, vice president of the Texas SDX Association.



Haddaway and Jones

RAY H. BURLEY, associate editor, agricultural sciences, Oklahoma A & M College, is on a two-year leave to work as editor at the Imperial Ethiopian College of Agriculture and Mechanical Arts, Addis Ababa, Ethiopia. He will return to Oklahoma A & M at the end of his leave.

JAMES K. COLLINS, Jr. has returned to his reporter's job at the Willoughby (Ohio) *News Herald*. While in the Army he was a member of the First Armored Division public information office at Fort Hood, Texas.

RICHARD S. CROY is stationed at Fort Knox, Ky., after entering the Army in December. Previous to that he served as editor of the *Brooklyn-Parma News*, a Greater Cleveland weekly.

EDGAR M. CRIGLER, night editor of the *St. Louis Globe-Democrat* for six years, has been named assistant to the president and director of public relations at Central College, Fayette, Mo. He also will be responsible for alumni affairs at the Methodist institution, now in its 100th year. Crigler, an alumnus of the college, published newspapers at Nevada, Mo., and at Bowen and Princeville, Ill., before he joined the *Globe-Democrat*.

President Dwight D. Eisenhower has appointed Dr. JOHN A. HANNAH, president of Michigan State College, a member of the Committee for the White House Conference on Education, part of a national plan to enlist citizen action to improve education.

JOHN H. MCCOY has been appointed director of the School of Journalism at the University of Southern California. He will be assisted by FREDERIC C. COONRADT, who has been acting director for the past year.

RICHARD W. JUDY has accepted the position of editor of the *Lincoln-Mercury News*, house organ for the Lincoln-Mercury plant at Robertson, Mo. He formerly was editor of the weekly *Aledo* (Ill.) *Times Record*.

LT. HERBERT A. MICHELSON is participating in "Exercise Follow Me," a simulated atomic warfare maneuver, at Fort Benning, Ga. He is regularly stationed at Fort Knox, Ky., with the 11th Armored Cavalry Regiment's Headquarters Company as a public information officer.

LT. JOHN K. SCHULTE, a graduate of the University of Miami last June, has been assigned to the Signal Corps Pictorial Center in Long Island City, N. Y. The former editor of the *UM Tempo* magazine

Memorial Committee Formed to Honor Deceased Member

ED HERCER, ED SMASON, SY ADELMAN, HOLLEN HYNDMAN and ROY SMALL, present and former students and members of the SDX undergraduate chapter at Illinois, are members of a committee in charge of a memorial fund, honoring the late J. T. TREBILCOCK.

Trebilcock, SDX chapter adviser and associate professor in the School of Journalism at the University of Illinois, died recently of a heart attack.

The fund will be used to furnish a recreation and meeting room for students in the School of Journalism. The room will be named the J. T. Trebilcock memorial student lounge.

Contributions to the fund may be sent to the University of Illinois Foundation, 226 Illini Union, with the check marked for the J. T. Trebilcock Memorial Fund.



Among those present for the Texas A & M Installation Ceremonies were: l to r, Walter Humphrey, Ralph Cole, John Ben Shepperd, David H. Morgan and James Byron.

Texas A & M Chartered; National Totals 104

Texas A & M College received the Lone Star state's sixth collegiate chapter of Sigma Delta Chi on February 18, when 20 junior and senior students were initiated and presented with their charter.

Walter Humphrey, editor of the *Fort Worth Press*, presided at the initiation ceremonies and was toastmaster at the banquet. James Byron, news director of Fort Worth's radio station WBAP and member of the Fraternity's national executive council, presented the charter to Chapter President Ralph Cole.

Victor E. Bluedorn, executive director of SDX, welcomed the new chapter on behalf of the national office, and A & M College President David H. Morgan congratulated the chapter on becoming the college's first Greek-letter professional fraternity.

Journalism Department Head Donald D. Burchard spoke on behalf of that department. Others on the program were Gene Robbins, president, Texas Gulf Coast Professional Chapter of SDX, and A. Pat Daniels, president, Texas Association of Sigma Delta Chi.

The evening's main speaker was John Ben Shepperd, Attorney General of Texas.

"Show me a journalist and I'll show you a hard-boiled idealist with a deep love for his country and an urge for self-expression—in other words, a kind of loud patriot," were Shepperd's first words. Before he had finished speaking, he left little doubt in the minds of the more than 100 listeners as to his degree of appreciation for the journalist's role in our American way of life.

"As a public office holder," Shepperd said, "I have seen a great deal of good government, and I have seen some pretty bad examples of misgovernment, and I say that the press makes all the difference."

SIGMA DELTA CHI NEWS

Managing Editor . . . Nola Murchison

Chapter activities, personals and other Fraternity news should be sent to National Headquarters, 35 East Wacker Drive, Chicago 1, Ill. Members should be identified by listing their chapter and initiation or graduation date.

Founders' Day—April 17

Sigma Delta Chi's 46th Anniversary is April 17. Many of the Undergraduate and Professional chapters are planning special observances of the Fraternity's founding which took place at DePauw University, Greencastle, Ind., April 17, 1909.

Seven of the 10 original founders remain active in some phase of journalism. Marion H. Hedges is with the Information Division of ECA, Washington, D. C., while Edward H. Lockwood is associated with the American Y.M.C.A. Service, Claremont, Calif. Publisher of the *Indianapolis* (Ind.) *Star and News* is Eugene C. Pulliam, and LeRoy H. Millikan is with the State Department of Public Welfare, Indianapolis, Ind.

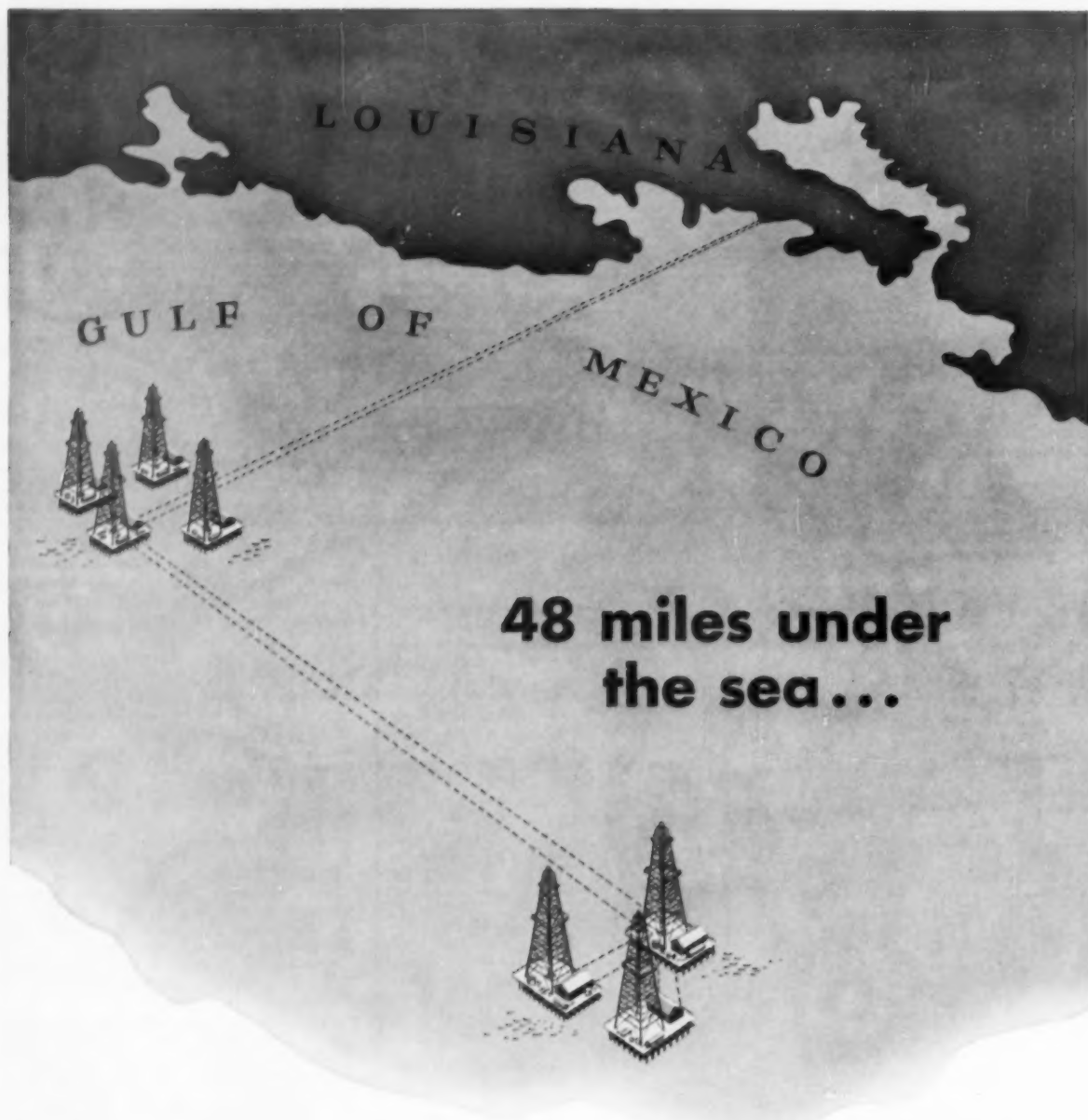
Paul M. Riddick is associated with the *La Grange* (Ind.) *Standard and News*. On the retired list are William M. Glenn, formerly with the *Star-Sun*, Miami Beach, Fla., and L. Adis Hutchens, formerly with the History Department, New Trier High School, Winnetka, Ill.

Deceased founders are Gilbert G. Clippinger, Fletcher American Bank, Indianapolis, Ind.; Charles A. Fisher, head, Extension Division, University of Michigan, and Laurence H. Sloan, president, *Standard & Poors*, New York City.

and publicity director of Miami Stadium recently completed the basic officer course at Ft. Monmouth, N. J.

ROBERT C. HEYDA, formerly publisher of the *Santa Clara* (Calif.) *Journal*, has joined the staff of FRED WITTNER Advertising as vice president. Prior to entering the publishing field, Heyda had been director of public relations and advertising for Frontier Airlines, Denver, Colo., and was vice president of the Jos. W. Hicks Organization of Chicago.

NORMAN WEISSMAN has been appointed secretary of the Department of Air Pollution Control, New York City. He will direct public relations for the department. Weissman was formerly with the editorial staff of *Factory Management and Maintenance*, a McGraw-Hill publication.



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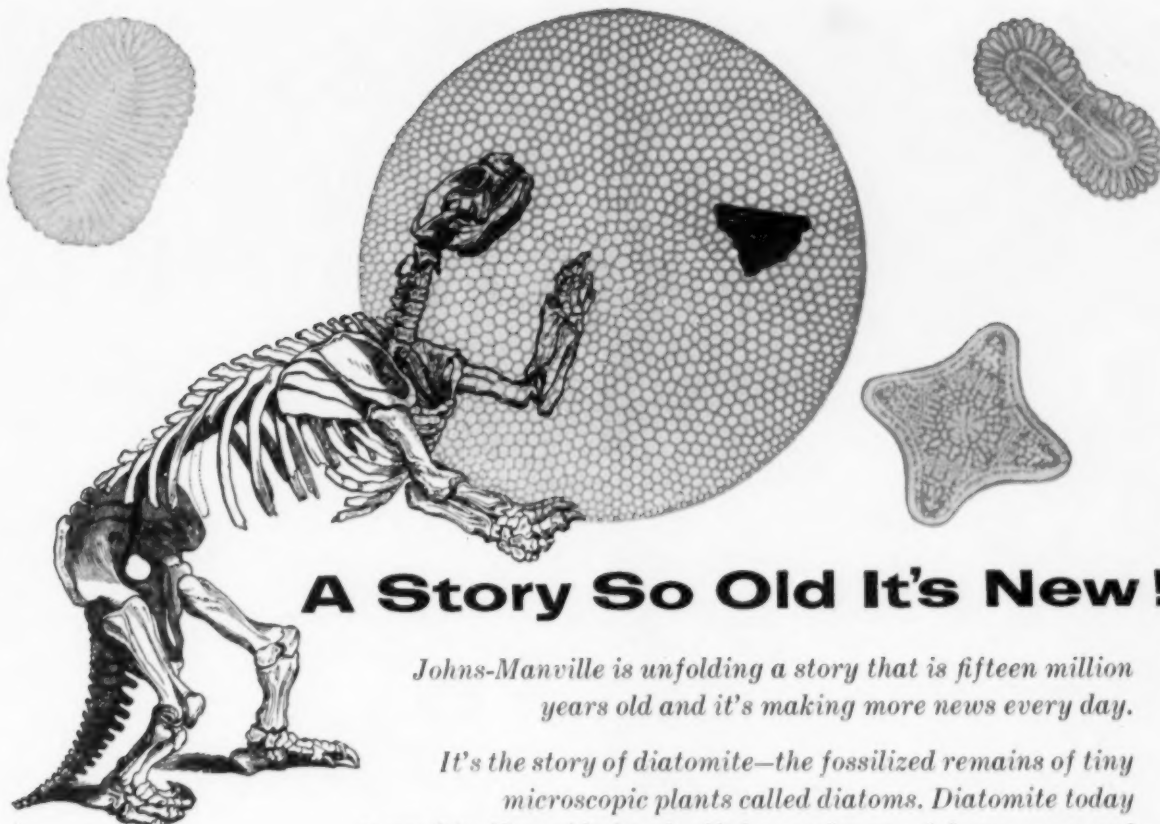
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